

AMERICA'S WEEKLY

FOR RADIO LISTENERS

# Radio Guide

WEEK ENDING SEPTEMBER 8, 1934

TELLS WHAT'S ON THE AIR — ANY TIME — DAY OR NIGHT

5¢

Volume III,  
Number 45

## *In This Issue:*

"SHOWBOATS"  
CAP'N HENRY'S  
FORTY YEARS  
OF TROUPING

FINDING THE  
HUMAN SIDE  
OF THE NEWS—  
EDWIN C. HILL

"THE BANDITS  
OF BURR OAK"  
—REAL-LIFE  
RADIO DRAMA

SEE PAGE 12  
FOR THE START  
OF PROGRAMS

Dolores Gillen





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# The Voice of the Listener

## Coofus Business

Dear VOL: Los Angeles, Calif.  
Heaps o' thanks to you, Claiborne Upchurch, Arthur Claire, Marie Korma and George Avakian and all other Lombardo fans for their letters.



Betty Mulholland  
Guy Lombardo does have the "sweetest music this side of Heaven." He is much better than Wayne King or Jan Garber. Guy Lombardo is so far ahead of both that you can't even compare the three.

In a contest held recently over the radio in Milwaukee over their recordings of "Coofus", Lombardo came out victorious over King. Wayne King might have had brains enough to write the song, but Lombardo had to supply the music.

Guy, with his three brothers, Carmen, Leibert and Victor, and the other talented Royal Canadians, have built up the finest musical organization in the world. Betty Mulholland

## The Logan-berries

Dear VOL: Augusta, Ga.  
I want to express my enjoyment at the "prunes" hurled at Jimmie Durante by your very discriminating critic, Mr. Evans Plummer. Here's hoping he's still tossing them at him and if he should run short I will send him a whole box. That "schmozzle" of Durante's may be worth looking at but I ask you, has anyone enjoyed listening to it? Thanks for such good throwing Plummer really knows his PRUNES. H. R. Logan

## A B. B. Shot at Crime

Dear VOL: Jersey City, N. J.  
I have been reading your true stories of crime mysteries and wish to commend you for the printing of such interesting stories week after week. I believe that anyone criminally inclined may be deterred on reading stories that do not glorify crime but, on the contrary, depict that a criminal cannot win. B. B. Moskowitz

## The Tactless Script

Dear VOL: Butte, Mont.  
A remark made on one of my favorite radio programs last evening has cut me to the heart. It was on "One Man's Family" and during the dialogue Jack was ribbing Clifford about how funny a girl might look, she might even wear glasses. I, for one, wear glasses, not because I want to but because I must. It doesn't sound very funny to me to be considered a freak just because I wear glasses. There must be plenty of funny material for gags without poking fun at an unfortunate affliction. I've been thinking, "Will the boys' brotherly razzing be as laugh provoking to me as it has been?" Mrs. L. M. Munroe

## Blanketing the Air

Dear VOL: Manhattan, Kan.  
Let's award a carload of plums to Mr. Arbogast who, in a recent letter, expressed a wish, felt, I am sure, by many radio listeners. Let's have more radio stars, orchestras and radio programs in the movies.



James M. Seaton  
And now another suggestion. Why put the same program over 40 or 50 stations when one-fourth that many would be adequate. Some evenings I find there are two programs being broadcast, one over NBC which occupies one-half the dial and the other over CBS on the other half. I am sure if the networks would put their programs on fewer stations conveniently scattered around the country, their programs would be within reach of all who wished to hear them.

They practically eliminate other worthwhile programs while they are on the air. I like variety in programs but with this kind of setup, variety is almost impossible. James M. Seaton

This department is solely for the use of the readers as a place in which to voice opinions and exchange views about radio. Address your letters to VOL editor, 423 Plymouth Court, Chicago, Ill. You are urged to send in your photograph when writing but failure to include a picture will not bar your letter. RADIO GUIDE assumes no responsibility for returning your photograph.

## Back to Good Old Days

Dear VOL: Independence, Mo.  
I always have thought RADIO GUIDE a great magazine but it has risen very high in my estimation since it came to the defense of Phillips Lord.

Phillips Lord is a great actor. "The Cruise of the Seth Parker" gave our whole family keen enjoyment but I will tell you what has made me a booster for Phillips Lord.

"Seth Parker's Meetin' House" was one of

radio's many wonders. When I was a girl my grandmother had those meetings at her home once a week and I played the organ. The first time I tuned in on the Seth Parker program and the organ began to play "Let The Lower Lights be Burning", I closed my eyes and was back again in Grandma Carlton's old parlor.

No matter what anyone else says about Phillips Lord, I say, "Verily, he shall have his reward." Mrs. Hallie Swenson

## The Price of Plugs

The general feeling against the so-called "commercial plug" on radio programs seems to be dying out. There are still some listeners who violently object to sponsor credit lines—but most sponsors have gone a long way in the past six months to eliminate boring, lengthy advertising talkers. These sponsors deserve commendation for the adroit way in which they handled a delicate and dangerous situation. They are receiving their reward in larger audiences and fewer complaints.

For awhile the advertising material on most programs threatened to divorce the interest of the listener. Many really fine programs actually lost listeners because the entertainment was being presented as a secondary consideration. For awhile many sponsors seemed to vie with one another in seeing how much advertising they could stuff into the ears of the listeners. When announcers started on the merits of products, they went on and on forever. It became an epidemic. Something had to be done before the goose that laid the golden eggs was talked to death!

One amusing incident was the introduction of a "speechless" radio receiver. The instrument was designed with a relay that automatically cut off a program after ten words had been spoken. Fortunately, better and shorter commercial announcements stopped this innovation in its tracks.

No fair-minded listener blames a sponsor for mentioning his name—the name of his product—and telling briefly about its merits. This is the price we are rightfully expected to pay for our entertainment. Without the sponsors' announcements there could be no radio as we know it—not unless we are willing to pay for it in coin of the realm. The price would be rather heavy considering the amount of money it takes to supply entertainment to the American radio audience. Last year more than \$200,000,000 was spent.

If the audience had to foot this bill, each set owner would be taxed about \$18.00 a year. A fair idea of the type of program we then would get can be had by reviewing a British Broadcast Company program. In Britain the fee is only ten shillings a year—yet their foremost critics think the public is being robbed.

In view of the attitude abroad, we might be a bit more tolerant of or even friendly towards the sponsors whose money is spent to feed us our daily radio fare. They supply us with the best entertainment that money will buy just to have the privilege of saying a few words about their products. Can you call to mind any other form of advertising that pays the public so well for its attention?

Full operas and symphony concerts, great singers and actors—the world's leading comics and its most talented musicians—pass in kaleidoscopic review night after night as the pleasing pattern of radio entertainment changes every 24 hours.

If those who still object to commercial announcements would apply the following yardstick, their objections would soon disappear: Figure out what it would cost for a seat in a theater at which the various stars on the air are to be heard. Then figure out what proportion of that time is taken by commercial announcements. Pro-rate the cost in minutes and charge it off as the price of the radio show.

It won't take long before even the most strenuous objector will be convinced that he is getting more than his money's worth, despite the commercialization of the broadcast.

## Getting on the Van

Dear VOL: Toledo, Ohio  
I want to thank Miss Nadeau who brought to the attention of myself and several friends that we, too, are for Miss Van 100 per cent. She has the loveliest voice on any network and certainly deserves to be sponsored because she surely could sell any good product that would feature her.

I'd like very much if you would have a story and some photos of Miss Van because I'm a regular customer and nothing would please me more. How about it, public?

Stand by and let one of the best singers go by without some support! Well, I'm not. Thomas R. Hughes  
Thomas R. Hughes



## Danger! Menn at Work

Dear VOL: Casper, Wyo.  
Well, I have listened patiently for several months now to the silly voice and the Jane Ace—Gracie Allen—Mary Livingstone imitations by Portland Hoffa, and believe me if somebody doesn't do something about it, I'm going to. I'll go to work at registering every protest I hear and send them in to NBC as a remonstrance against the ruining of an otherwise perfect hour. Abner Menn

## Cabbages and Kings

Dear VOL: Portland, Me.  
I thoroughly agree with A. R. O. of Princeton but the majority of your contributors seem to have completely ignored Glen Gray and his orchestra. I feel sorry for Ruth Montgomery of Decatur, Ill. She appears to be a good natured, easy-going girl but in her letter she seems to be just as ambitious for gold as is Mrs. Vollee, herself. Just because she dislikes Rudy, she needn't throw herself in with someone the courts and press have unanimously laughed at. I'm surprised that a male should openly express his opinion of Bing Crosby, but Joe Bolinger of Knoxville, Tenn., has exactly the right idea. Johnny Kelly

## A Pair to the King

Dear VOL: Brooklyn, N. Y.  
We certainly do agree with Sandra Smith about that talented maestro, Eddy Duchin. In our opinion he has one of the most delightful dance orchestras on the air. Only, why can't we hear more of him? We are two ardent Duchin fans. Adrienne Wolff  
Bernice Golden

## Cummins and Goings

Dear VOL: Wilkesburg, Pa.  
I don't think much of Charles J. Borovy whose letter appeared in a recent edition. What right has he or any one else to judge other men by himself, making a statement that only females would listen to such singers as Johnny Marvin? Kenneth Cummins

## Jukes and Jokes

Dear VOL: Chester, Pa.  
May I express my contempt for what broad-casters would have us call comedians? Here's how I rate them:

In the "laugh-at-my-own-jokes" class, Jack Benny easily leads the field. Ed Wynn's cackling at his insipid puns and stale gags add to my annoyance. Then there is "Bad Jokes" Durante. Cantor was a nuisance but Durante's voice plus his equally poor jokes take the cake.

Phil Baker is my nominee for Crown Prince of the No-Joke-at-All division. Jack Pearl doesn't do badly either. And last but not least, the Greek (his humor is Greek to me) Ambassador, George Givot.



Horace K. Jukes  
Horace K. Jukes



# They Must Be Thrilled!

By Edwin C. Hill

The Secret of Finding the Extra Heart-Beat in the Day's News, as Revealed by a Master Newscaster

**T**he answer to the frequent query, "Around what particular note do you build your news broadcasts?" is pointedly answered in their title, "The Human Side of the News." The human side of every phase of life must contain drama, romance, color and sentiment; and unless a news story is replete with these factors, it becomes valueless for broadcasting.

Of course there are occasional exceptions. An important political development, a turn in affairs which affects the life of millions, no matter how dry its interpretation, cannot be ignored.

But sentiment must remain the keynote of the broadcast. I have found that by limiting myself to five or six fields, I can cover the entire day's events as completely as is necessary to give an adequate summary of world affairs. After all, news is pretty much comprised of five major topics: catastrophe, murder, death, politics, and the unusual happenings best known in newspaper circles as human interest stories. These are matters involving children, animals or any of the lighter topics of the sort that "make the whole world kin." So I prefer to tell fewer stories and elaborate on them a bit, rather than try to embrace too wide a field.

Crime, of course, is a strictly modern topic, a subject on which I might dilate at great length, but along with other unpleasant events I do my best to eliminate it from my broadcasts. Naturally you couldn't duck Dillinger, but then there are not many stories of equal magnitude. Crime is essentially an extremely urban subject, but it is anathema to the rural listener.

In constructing my broadcasts I follow a stern routine, rejecting almost automatically all topics that are devoid of entertainment value or sentiment, or which are ugly and unpleasant. In a news broadcast entertainment is as much an essential as it is in singing, playing or the presentation of drama.

My first rule is to select an opening story brimful of essential facts and certain to have strong appeal for

every type of listener. Many a potential hearer has been lost to news broadcasters because they follow the trend of the orator or after-dinner speaker by launching a broadcast with some sort of a florid introduction. Therefore I avoid the flowery opening. That first story must hit listeners right between the eyes if they are to remain receptive to the rest of the broadcast.

Once I have selected and prepared that first story, I can take a few liberties as I proceed. Those familiar with my broadcasts will recall that one of my "tricks of the trade" is to base a news event of the day on some older story. I do not care how ancient or oft-repeated it may be, if it has its parallel in a current news event, I find it an excellent complement to the story in hand. That's what I mean by the *human* side of the news.

**R**egardless of the shallowness or the profundity of the listeners' intelligence, to paint a picture for them of the story of the hour is to make it more readily visualized. Thus dramatized, the most colorless tale takes on the aspects of a well-staged tableaux, and there is no complexity as the listener gazes on this word-illustration of an event which occurs far outside his normal sphere of activity. Audiences must be thrilled!

Naturally, sentiment is a compelling factor in any news event. A story which revolves about the family hearth is certain to be loved by even the most hardened listener. This takes me back, too, to the child and the animal elements. A lost baby, a youngster in any sort of trouble, abandoned or orphaned by circumstances; or a dog story, such as the recent instance in Chicago where a stray pup fell into an old quarry, starved on a ledge and finally had to be shot—all of these are surefire material, and I welcome as many as I can find of them in the day's dispatches.

Interesting personalities also are highly approved material. Our public has an inordinate amount of curiosity about its leading figures.

Adventure is another reliable cornerstone for any well constructed news dissertation. It is not enough merely to mention that two foreign scientists are seeking to wrest the secrets from the sky in a stratosphere flight. The story only becomes interesting when the dramatic element enters the picture. Merely to announce that so-and-so today took to the air in an effort to reach new heights, is to make the tale mundane. But to be able to paint a picture of their fight for altitude, the casting out of the last drop of ballast, the tossing overboard of all but the most essential instruments, the sudden silence of their radio, the reported drifting in crazy circles and at weird angles—these are the elements of suspense and drama that highlight a story and lift it from the slough of banality to the rarified atmosphere of unusual interest.

**A**dmiral Byrd, alone at the South Pole, is the center of a great deal of tolerant attention, but Byrd, the explorer, cut off from his base, perhaps doomed by the vagaries of nature to die of exposure or starvation while eager helpers are hopelessly marooned but 40 miles away, becomes an international object of reverence, awe and prayer. This is the sort of color I try to find.

It takes a deal of scanning to cull out the presentable features of the day. Currently, of course, politics is of pretty general interest. The turn in national affairs is on everyone's lips, but during ordinary administrations we do not have so fortunate a break. Nor is it difficult right now to choose interesting personalities upon whom to pin a story. The very mention of President Roosevelt is sure to generate interest.

But even these are not the backbone of the day's news broadcast. The dramatic story, the human interest affairs, the tragedy, the drama and the rare events in the daily grist, are still the core of any successful news presentation. And I dread any day which does not yield its normal crop of this type of tale.

Let there be scoffers among the readers, let me say that I do not in any sense consider myself clairvoyant about what listeners want to hear, or am I an arbiter of public opinion. My conclusions are drawn solely from my own very human reactions, plus the concrete evidence contained in the warm and courteous mail response which is one of the rewards of my labors.

It is in personal letters that listeners best reveal their tastes, their responses, their hopes, their dreams and their ambitions. And to many of them, I find that these news broadcasts are the magic carpets which lift them bodily from their business and domestic shackles and transport them to the arenas of the world in which history is being created.

To all, save those whose bodies and spirits have al-



Edwin C. Hill may be heard over a CBS network every Monday, Wednesday and Friday



When Edwin C. Hill wants rest and relaxation, he finds it on his Maine estate, where he is shown with his favorite pet

ready absorbed the world's shocks and disturbances, there is a compelling tug in being conveyed, if only by a word picture, to some remote point where events of grave moment are transpiring.

**T**he same impulse which makes the thrill-starved human pursue a fire-wagon or prompts many to attend auto races and air shows in the morbid spirit of fatal anticipation, engenders rigid attention to the news broadcast. For fifteen minutes out of each day, these spiritual adventurers accompany me on these oral forays to the scene of action.

They are with me at the (Continued on Page 15)

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Now that the restrictions have been relaxed a bit at the Century of Progress, "Amos" (Freeman Gosden) and Frank Buck collaborate to add another bear beauty to the overflowing roster on the lake front. "Amos," named in honor of his captor and donor, takes care not to bite the hand that feeds him, that of Frank Buck, explorer and collector of animals

All my life I have attempted studiously to escape the fate of becoming a stooge, but destiny at last seems to have caught up with me . . . At this moment, I am stooging for *Marty Lewis*, whose last words before snoring off for Bermuda were: "Say, guy, make it double length for two weeks, will yuh—and mention my name?" . . . That's so you folks out there won't forget all about *Lewis*.

Well, I'm willing to put on the double yoke, but I'll be burned if I'll make the rounds like *Lewis* does, and stay up all night, and then go bleary-eyed from lack of sleep . . . If I'm a stooge, then the associated stooges must help with the items . . . I sent out a lot of queries, and the answers are coming in.

For instance, *Grace Hayes* reminds us that she knows why they don't have advertising on England's radio programs . . . It seems that once they tried it, and an announcer devoted two minutes to telling what a grand kind of tea somebody was selling . . . "Why," exclaimed the announcer, "the King drinks it!" . . . And immediately the band played, "God Save The King!" . . . So commercial broadcasting died that night in London.

*Eddie Lowry* sends a note about the new dictionary . . . In the preface it appears there is a note which says that 3,500 new words have been added to our language by radio . . . Ten to one most of them were invented by people who accidentally tuned in a crooner.

*JACK DENNY*, who is having a vacation, takes time out to tell us what is wrong with radio bands and programs . . . He says too many orchestras are using the same arrangements . . . Most every program is patterned after another program . . . Only independent stations gamble with "different" stuff, of which the webs are afraid . . . Announcers are too stilted . . . They need voices that are more relaxed . . . Too many programs of the same type follow one another . . . Faulty instrumental balances spoil many broadcasts . . . Outside of that, I guess broadcasting is doing all right.

# Reviewing Radio

By Martin J. Porter

**JOHN GAMBLING**, the calisthenics lad, is back at WOR after a vacation abroad . . . He found London the town of warm beer and cold ladies . . . The prettiest dames are in Vienna, he says . . . *Gambling* was born in England, but give him the U.S.A. . . . *Roxy* will use *Jan Peerce* in his show which opens at CBS September 15 . . . And very likely, *Miss Peg La Centra*, whom I had the honor of picking as the most engaging voice to attempt popular songs . . . *Miss La Centra* (I never have seen her in case you suspect an infatuation) was singled out from all the femme voices of the air by yours truly as the most tuneful and the most clear and musical.

The day I said so, she had been given a one-shot at WJZ . . . A hundred listeners, who hadn't read about her, thought the same and called the NBC to applaud . . . Agencies then went after her . . . *Roxy*, *Frank Black* and *Harry Salter* concur that *Peg* is the big bet of the coming season.

*Dorothy Schrier*, featured with *Uncle Bill Turner's WINS* series, is the only blind actress on the air.

The stunt departments of NBC and CBS are in acute competition . . . Following the NBC plot to broadcast from the top of the world's most famous mountain peaks, Columbia sallies forth with a weekly spot of 30 minutes, to feature at least half a dozen bands scattered from Hawaii to Paris . . . But one wonders if there are any thrills left.

GREAT HUMAN interest story in that "Gibson Family," which breaks out on NBC in September . . . The script is by *Courtney Ryley Cooper* . . . And will two young lovers who haunt the hammock on a porch in Park Avenue be surprised if they hear it . . . *Cooper* lives next door, and has taken down their conversations by eavesdropping . . . He can hardly be blamed . . . It is such things that make simple and realistic reflections of life . . . That's how "The Goldbergs" started . . . *Gertie Berg* got her dope from listening in on a Jewish family in the Bronx . . . *Amos* and *Andy* got their prototypes in Richmond, by eavesdropping on darkies . . . *Mr. and Mrs. Pete Dixon* used their own experiences with a tot to create "Raising Junior," and "The O'Neills" emerged after *Jane West*, the author, had lived next door to a typical Irish family.

It seems as if *Kate Smith* might blossom forth in a full hour show built around her by a smart, but still prospective sponsor.

**FLOYD GIBBONS** will gab in *Phil Baker's* place for six weeks starting next Friday, (August 31) . . . *Phil* will devote himself to freshening up the scripts . . . "The Mollie Show" is reorganizing, and will use "The King's Guards," the singing fools *Whiteman* brought from the West, under the title of "The King's Men" . . . *Pick and Pat*, who are also *Molasses* and *January*, are now doing a series of skits at WEAF Thursdays, in the shape of mythical highlights of African history . . . The *Ozzie Nelson* press agents have strict orders to soft-pedal and discourage any kind of news that might suggest that *Harriet Hilliard*, *Ozzie's* singer, and *Ozzie* are in love—which they are . . . if appearances count.

Dignified morning New York papers went for a press agent gag the other day, hook, line and sinker . . . And did they flush when the great, big, enterprising movement by *Dick Himber* and other orchestra leaders to clean up radio songs was revealed as a publicity stunt, because, as told last week, the songs on the radio today do not need any cleansing.

AUGMENTING *Martin Lewis's* mention of *Joe Cook's* inventions, a funny story, and a true one, bobs up about *Joe* and his mad contrivances . . . Five out of

ten of the insane gadgets which he suggests on the air are turned to practical use by inventors . . . The latest is a mike which gives ice-water . . . *Joe* once suggested milk as fish food, and in two weeks a wafer of dried milk, for fish, was put on the market . . . His suggestion for a dry shower bath materialized when *Nicola Tesla*, the electrical wizard, stepped forth with an electric shower.

It all goes back, says *Joe*, to a broken friendship with the late *Thomas Edison* . . . "I called on him long, long ago," says *Joe*, "and proposed a new type of illumination . . . It consisted of a lighted candle, in the neck of a bottle . . . *Edison's* eyes lit up . . . And would you believe it, two months later, out came the first electric light!"

WABC is so filled up with commercial contracts that it will fire at least six of its sustaining artists before another week has passed.

Goin' to Town," the Sunday night 8 to 9 event at WJZ, was almost yanked off the air because of squabbling, but it is all ironed out now, and the show will stay as is, as it should . . . *Jane Froman* will be back on the air on the red NBC net at 10 p. m. September 30 . . . The new Communications Commission has decided that stations signing off don't have to announce their wavelengths any more, or the fact that they are tolerated by the Federal body . . . *Gus Arnheim's* band from the Los Angeles Coconut Grove gets a weekly spot on the blue at midnight August 28.

**JOHNNY GREEN**, the maestro, will tell you with a serious pan that "there ain't no such thing as American music" . . . And there ain't! . . . Except a couple of *Vic Herbert* pieces.

OLD GOLD is coming back to the air with a West Coast array of talent . . . *Chesterfield* will be back with the same set-up of *Kostelanetz*, *Stueckgold*, *Ponselle* and *Martini* . . . *Camel* will be back with the Casa Loma bunch . . . *Lucky*, as told, will do the football games for NBC . . . Smoke gets in your ears.

A break in the way of a broken skull made *Muriel Wilson* a star. Others have 'em but won't admit it.

Smacked down in an auto accident, she studied voice while recovering, and so to air success . . . Another kind of break made *Annette Hanshaw* a canary . . . Or rather a professional one . . . Her father kept a hotel in White Plains . . . A recording official had an auto wreck outside the hotel and stayed in the hostelry all night . . . At breakfast next day he heard *Annette* warbling and signed her . . . And so from recording to "Showboat."

**JIMMY MELTON** was almost a lawyer when his voice was discovered in a Florida college.

WHY wasn't *Father Coughlin's* talk from Chicago carried over the eastern sections of the NBC web last week? . . . And why won't *Father Coughlin* permit anybody to interview him for publication—about anything?

The imminence of practical television may be suspected from the fact that orders are out in all the radio camps to employ only artists with pleasant faces, and pretty girls preferred.

IT SOUNDS like a nursery tale, but it's true . . . Only I can't give the names, for obvious reasons . . . A mug of a male singer at one of the radio temples was vaudevilleing, and met a pretty young thing in Jersey.

He was on the make and invited her several times to New York . . . But she disdained him . . . So he forged an audition summons and sent it to her . . . She was to come to the studio and he would be on hand to meet her.

She fell for it, but it just happened the mug was sent away that day on another tour . . . The executives were puzzled when the girl appeared, but decided to be nice to her, when they had discovered the low-down trick. They gave her an audition—and she turned out to be a swell singer, and got a job . . . Things like that make radio interesting.

The guy is a ham anyhow, and there's consolation in the fact that with a radio ham the first 100 jeers are the hardest!



# New Queen Election Upsets

**Former Leader Regains First Place as Race Nears End for the Queen of Radio, to be Crowned at the National Electrical and Radio Exposition, Madison Square Garden, New York**

For the first time in the history of RADIO GUIDE's monster Radio Queen election, a former leader, in the person of petite Rosemary Lane, again assumes the role of temporary queen.

This is the crucial week. Unquestionably many thousands of fans have been retarding their votes for the usual last minute rally. Remember, envelopes containing ballots must be postmarked not later than midnight of September 10th to be counted.

Fans, you hold the destiny of scores of beautiful and talented radio artists in the palms of your hands. You, and you alone, have the power to bring unprecedented fame and glory to one of the queenly contestants.

Who will be the Radio Queen of 1934? Rosemary Lane? Jessica Dragonette? Leah Ray? Countess Albani? Dorothy Page? Gertrude Niesen? Mona Van—who? The radio fans alone know the answer!

It is still a wide open contest. If your favorite star is within easy striking distance of the goal, get behind her with all the strength at your command! Don't take

any needless chances—she may be swamped under a last-minute avalanche of votes for her rivals!

If your favorite happens to be one of the many also-rans, don't desert her in her hour of attempted flash to top honors. Perhaps she is too far back to win—nevertheless get behind her so that she can make a creditable showing!

The greatest prize in radio history awaits the fortunate artist who is elected the Queen of this contest.

As the official organ of the radio listeners and readers, RADIO GUIDE, co-operating with the National Electrical and Radio Exposition, has assumed the herculean task of finding the ideal Radio Queen of the year. Remember, the RADIO GUIDE Queen will be an official ruler, elected by her loving and devoted subjects.

One of the greatest citadels in the world, Madison Square Garden, in New York City, has been selected as the sight of the annual radio show. During the course of this show millions of fans will throng through the aisles of the amphitheater during the period it is in progress. The show opens September 19 and closes September 29.

The coronation and publicity ordinarily would be honor enough, but many more honors await the Queen.

A generous budget, set aside by the editors of RADIO GUIDE, will be lavished on the Queen. A spectacular round of excitement, glory and pleasure has been mapped out for her. Further, all the expenses of a week at one of New York's finest hotels will be carried by RADIO GUIDE. The expenses and transportation for a traveling companion to the Queen also have been included in this budget.

Individual balloting on the part of radio listeners and readers of RADIO GUIDE constitutes a nomination. Each candidate must receive at least ten votes, cast on the ballot provided on this page. The only restriction is that each nominee must have been a regular radio performer prior to June 1, 1934.

Fill in the ballot printed herewith. Send it to the Radio Exposition Editor, RADIO GUIDE, 112 Fourth Avenue, New York City. You may cast as many ballots as you wish, providing they bear your authentic signature and address. And remember, balloting ceases at midnight Monday, September 10.

## STANDING OF ENTRANTS

Rosemary Lane	7,208	Grace Albert	1,525
Jessica Dragonette	6,984	Virginia Rea	1,520
Olga Albani	6,895	Ramona	1,516
Dorothy Page	6,410	Gretchen Davidson	1,436
Leah Ray	6,393	Joy Lynne	1,427
Harriet Hilliard	6,107	Jane Pickens	1,418
Mona Van	6,046	Linda Parker	1,302
Gertrude Niesen	5,920	Alice Faye	1,296
Ruth Etting	5,436	Sandra (Dixie Debs)	1,239
Irene Beasley	5,371	Priscilla Lane	1,195
Annette Hanshaw	5,264	Lulu Belle	1,115
Ethel Shutta	4,235		
Rosa Ponselle	4,203		
Loretta Lee	4,013		
Muriel Wilson	3,852		
Babs Ryan	3,560		
Edith Murray	3,532		
Sylvia Froos	3,491		
Jane Froman	3,295		
Shirley Howard	3,196		
Vera Van	3,108		
Doris Shumate	3,003		
Connie Boswell	2,740		
Marion McAfee	2,727		
Joy Hodges	2,421		
Ruth Lee	2,420		
Kate Smith	2,118		
Julia Sanderson	2,110		
Lee Wiley	1,914		
Mary Rooney	1,897		
Dorothy Adams	1,892		
Mary Barclay	1,857		
Carolyn Rich	1,812		
Rosaline Greene	1,763		
Memo Holt	1,697		
Gracie Allen	1,531		



Linda Parker, who may be heard any Saturday evening with the WLS Barn Dance, over an NBC network

Dolores Gillen	1,110	Beatrice Churchill	236
Marge (Myrt and Marge)	1,086	Florence Case	227
Irma Glen	1,061	Lucille Hall	225
Gale Page	1,020	Dorothy Hicks	192
June Meredith	985	Jane Ace	181
Mary McCoy	939	Louise Sanders	154
Gladys Swarthout	918	Sue Fulton	136
Alice Joy	884	Mattie Curran	123
Frances Langford	846	Elaine Melchior	110
Honey Sinclair	797	Frances Forbes	107
Virginia Hamilton	760	Marguerite Huestis	103
Louise Massey	710	Mother Moran	102
Mary Eastman	705	Marian Jordan	100
Elsie Hitz	692	Fannie Cavanaugh	98
Grace Hayes	628	Grace Donaldson	91
Mary Livingstone	621	Ruby Wright	89
Maxine Gray	595	Joanne	87
Mickie Greener	549	Nan Johnson	87
Myrt (Myrt and Marge)	503	Frances Baldwin	86
Mary Steele	498	Lillian Bucknam	83
Peggy Healy	475	Dorothy Lamour	78
Irene Rich	461	Elizabeth Lennox	69
Irene Wicker	458	Mary Small	54
Judy Talbot	432	Cynthia Knight	53
Roxanne Wallace	421	Patti Pickens	50
Anna Melba	410	Mary Wood	42
Emrie Ann Lincoln	392	Martha Mears	40
Alice Remsen	358	Betty Brooks	37
Schumann-Heink	331	Betty Winkler	33
Vet Boswell	315	Mabel Todd	30
Arlene Jackson	273	Ann Leaf	28
		Dale Nash	27
		Mary Lakey	24

## Radio Queen Ballot

Joint Sponsorship of the National Electrical and Radio Exposition and Radio Guide

My choice is.....

My name is.....

I live at.....  
(street and number)

.....  
(city and state)

My favorite radio stations, in order of preference, are:

1..... 2..... 3..... 4..... 5.....

This convenient size will allow the ballot to be pasted on a one-cent postcard. Mail to Radio Exposition Editor—RADIO GUIDE, 112 Fourth Ave., New York City

9-3-34



Loretta Lee, songstress with George Hall's orchestra, now on tour

**This Is the Last Chance to Vote for Your Queen. Send in Your Ballot NOW!**



# Signposts of Success

## Revealed by the Lines of Your Face

By "The Doctor"

**In the Face of Irene Rich Are Many Traits of Character and Capacities for Earning Money Not Apparent to the Uninitiate**

Irene Rich has a face as harmonic as is her lovely voice. Here and there special abilities stand out to take it from the too evenly balanced harmonic class which possesses no talent to reach above the crowd.

As an illustration, this variation is a very wide range of purely artistic sensibilities: forms, colors, harmonic surroundings and every kind of tasteful elegance. These things interest her for themselves, aside from and independent of her vocation.

Miss Rich's language is easy, graceful, rather vivid; her opinions are somewhat too much of her own to please her artistic friends, yet not exceedingly dogmatic in a personal way. When asked for an honest opinion, this lady will give just that; not flattery.

The long chin and rather wide lower jaw give a great flexibility, gracefulness and ease of accomplishment with telling gesture. Her voice is pleasant and commanding, with timbre and natural refinement.

A mental as well as physical mobility seem to place Irene Rich as a grand dame in a real social play, with a portrayal of gentleness, self-mastery and ability to have her way very gracefully. In fact, as a grand dame she departs somewhat from most ladies of the category, in that she enjoys youth and the characteristics of girlhood in her own and other persons' daughters, and preserves her own youthfulness by the very atmosphere of attentive interest in their welfare.

William Shakespeare could have found in Irene Rich an excellent example of the face which "age cannot stale nor time erase the infinite variety." She will be just as attractive and look as fine when she is old, as she is and does today.

In the educational world Miss Rich would have made a splendid dean of college women. But we im-



Irene Rich, who may be heard over an NBC network every Wednesday morning

agine that, with her ability for the dramatic, her natural vividness in expression, and her interest in life, the rather grey and drabbing shadows of the college-teaching world would not have held her. Certainly the world would have been less rich in gaining another adequate

teacher and losing an extraordinary actress, whose delicacy and refinement have unwittingly taught an excellent lesson to young "movie-fans."

If you would seek a favor of Irene Rich, do not employ subterfuge or flattery. One must appeal to her reason to get her to do anything.

Her fine, analytical ability is unusual, for it is seldom found in company with the other prominent traits possessed by her type. The visible index of reason, divided into its three parts, synthesis, analysis and judgment, is located on the under side of the nose. In Miss Rich the most prominent of these three is analysis. It is easy to recognize, for this quality is judged by how much of the septum of the nose (that little bridge of flesh which separates the nostrils) shows from a profile view. It doesn't matter whether the septum hangs down or the nostrils curve up. The results are the same.

## Bulls and Boners

Announcer: "Next Monday evening will be the final broadcast of the crooning Troubadour as he is bound for the States. He is about to leave for Hollywood to appear in shorts."—Eugene Lester, New York, N. Y. (August 13; GSD London, England; 7:45 p. m.).

Lowell Thomas: "The Bull gored him twice in the arena."—Frank Sisson, Springfield, O. (August 3; WLW; 5:55 p. m.).

Mrs. Snow: "That nose has run in our family for years."—Eleanor Turner, New Castle, Pa. (August 10; KDKA; 5:05 p. m.).

Announcer: "Be on the lookout for this lost bulldog with a short tail named Woof."—Betty McFarland, Lincoln, Nebr. (August 13; KFOR; 6:42 p. m.).

Announcer: "Can anyone tell me how to remove white spots from furniture made from hot dishes?"—Miss Dorothy Smith, Spokane, Wash. (July 30; KFPY; 3:17 p. m.).

One dollar is paid for each Bull and Boner published. Include date, name of station and hour.

## Flashes of Best Fun

Jack Benny: Mary, do you remember anything as cool as this night?

Mary: Yes, Jack, I do. Your reception when you played the Capitol Theater!

—General Tire Program

Wife: Here's your breakfast, Fred, dear.

Fred Allen: I ain't hungry, dear. I've been eating my heart out—and it's spoiled my appetite.

—Hour of Smiles

Jimmy Durante: Listen, Meadows, don't look at me so hungrily. I'm saving the tenderest part of the chicken for you.

Meadows: What part is that, sir?

Durante: The gravy!

—Chase and Sanborn Hour

Baron: I had a potato bug once, Sharlie, but I let him go 'cause he was too darn particular.

Sharlie: A potato bug was too particular?

Baron: Yes, he wanted gravy with his potato!

—Royal Gelatin

Col. Stoopnagle: Budd, to what group of islands do the Hawaiian Islands belong?

Budd: The Sandwich islands.

Col.: What's the most popular flower there?

Budd: The Lotus.

Col.: Okay. Then make me a lotus and tomato sandwich on toast.

—Schlitz Program

Fred Allen: Weather report—Thursday, calm; Friday, calm; Saturday, calm up and see me.

Stock Market Report—Hold American red flannel for a bull market.

—Hour of Smiles

## Open Door to Beauty

By V. E. Meadows

**After a Summer Outdoors, Many Points of Beauty Need Attention. Here Mr. Meadows, Director of the Beauty Guild of the Air, Discusses a Few of Them**

Summer is singing its swan song. Some of the members of the Beauty Guild may have become tanned or freckled. Perhaps there is a distinct, dark V on your neck, which will look out of place when you wear that new beautiful evening gown for the first formal fall gathering.

If you have darkened under the summer sun, my suggestion is this: Your makeup should be just as dark as you are. It is impossible to apply a lighter makeup than the actual color of the skin, and still look natural. For the shoulder, neck and arms I would suggest that you apply a finishing lotion which will match the color of the skin exactly.

The finishing lotion is a liquid in the liquid powder family, but it is vastly different in that it won't come off on your clothing or your escort's clothing, and supplies a thorough film of protection to the surface covered. It is not to be used on the face, as the face needs a more flexible makeup, which is accomplished perfectly with a face cream and powder.

Stroke the finishing lotion only one way so as not

to leave it spotty. Your touch should be light so that there will be no pulling of the hair. Do not apply powder over this finishing lotion. Soap and water removes the lotion. The makeup for the face should be just as dark as the neck and shoulders, of course.

After-summer care of the hair is an important beauty problem. For instance, if you have been bathing in salt water and haven't taken the precaution to wash the salt out with a non-alkaline solution, your hair never can be expected to attain its natural luster and beauty. First of all, get a good hair brush, one that should have at least five rows of bristles. The bristles must be genuine Siberian boar bristle, not horse hair or split whale bone, and each bristle must be at least one inch in length. Brush your hair (not scalp) for at least ten minutes every day.

The best direction is upward and downward. This is true for men as well as women, for children as well as grownups.

Shampoo your hair at least once every two weeks, using soft, lukewarm water and a non-alkaline shampoo.

Here is a test for alkalinity: Pour a bit of the shampoo in a half-filled water tumbler. Add phenolphthalein to this liquid. If the solution turns a purplish red, it is alkaline.

You will find that the soluble olive oil I have spoken about so often, does not possess the slightest trace of alkalinity.

If you will send me your name and address, together with a self-addressed envelope, I will give you a list of the different soluble olive oils.

It is of the utmost importance that you use soft water in washing your hair. Rain or snow water may be used, but distilled water is preferable. Incidentally, boiled water is not distilled water.



# The Child's Hour

By Nila Mack

**The Adopted Child More Often Than Not Is a Problem Child. Let Miss Mack, Director of All Children's Programs for CBS, Tell How She Handles Unhappy Adopted Children**

One of the things for which to be truly thankful in this enlightened day and age, is that the stigma has been removed from adoption. Not so long ago it was considered a dreadful blight on a child's escutcheon to come into a family via the adoption route, but by a gradual educational evolution all this has been changed. Today the adopted youngster stands on his own feet, unashamed, bearing the love of his foster parents and the esteem of his playmates.

Despite this enlightenment, however, too many adopted youngsters' lives still are made miserable simply because the foster parents decide not to tell the child his true status until "he is old enough to understand." Then, of course, the inevitable happens. Johnny and Mabel next door hear their parents whispering furtively, get the drift of the conversation, and can hardly constrain themselves until they get the opportunity to tell the child.

The shock to the child is terrific. He feels that his parents have betrayed him. His youthful and immature mind pictures all sorts of dreadful possibilities. He withdraws into a shell and moans over the fact that he's shadowed by a stigma he never can hope to overcome.

The absolutely essential thing for the foster parents to do is to tell the youngster immediately that he's an adopted child. Start from earliest infancy and hammer away with the news, and gradually, as the child's mind begins to grasp the meaning of adoption, explain that there is something fine and clean about his status.

A vivid experience with an adopted child lingers in my memory. The young lady's foster parents brought her to me, and tearfully explained that the youngster had just discovered her true status and was inconsolable. From a carefree, happy miss she had changed into a moody creature, refusing to mingle with her playmates and in general behaving in a highly repressed manner.

I followed the usual routine of casting her in several plays, watching her reactions with the other chil-



No child, adopted or "natural," need have complexes—if Miss Mack's advice is followed

dren in my fold. While she displayed a bit of spirit in her dramatic roles, she held herself absolutely aloof from the other youngsters. Naturally, the children were puzzled at her behavior.

Conditions with the child gradually grew worse,

The other children mentally catalogued her as a snob, and ceased their attempts to cultivate her friendship. Naturally, this too affected her behavior.

Seized with an inspiration, I wrote a playlet concerning a young lass who had been adopted from an orphanage, and traced her adventures in her new home. The grand climax of the play, of course, revolved about the discovery of her adoption and the consequent reactions of her playmates to that fact. Everything worked out satisfactorily, with a happy conclusion.

The play proceeded smoothly, with my adopted child in the leading role. Every motion of the child in question revealed her physical, mental and emotional capacities and weaknesses. I earnestly hoped that the moral of the playlet would sink in and teach her to analyze her plight in its true perspective. I was doomed to disappointment. The entire point of the play was lost on her.

I determined on a last desperate course. I summoned her into my office and attempted to reason with her. I told her that parents had to be satisfied with the children God blessed them with, but that in her case she should be proud of the fact that her foster parents selected her in preference to thousands of other youngsters. I stressed the fact that she was selected above all others because she was so sweet and lovable, and that they wanted her more than any other baby.

I saw the pride well up in her eyes. "Do you mean that, Miss Mack?" she asked tearfully.

"Of course I mean it, honey," I replied. "What I'm telling you is a positive fact. You should gloat over the fact that of all the babies in the world, you were the one they wanted."

She walked out of my office with her head erect as an eagle's. My talk had fortified her against any remarks children might make. No longer did she show disillusionment and shame. Hadn't she been selected for adoption above all other children?

## Your Grouch Box

Your criticisms of radio—and your suggestions for improving it—are much more important than you may realize. From coast to coast, broadcast leaders are trying to eliminate weaknesses and annoying practices from the air. To help them in this work of progress, they ask you to reveal what you do *not* like about radio. Send your radio grouches and pet other peevish to "Your Grouch Box," where they will be read by hundreds of thousands of readers, as well as broadcasters, sponsors and studio executives. Your criticism of today may be radio's improvement tomorrow. See that it becomes so!

**Southerners! Do "you-all" agree?**

Dear Editor: I was interested in "A Roar of Royal Rage from the South," signed by P. R. N., of Augusta, Georgia, and I think it certainly deserves consideration.

I think I can be even more specific in my grouches. I have lived in the South all my life, and I grant that there can be just criticisms of the South; but I have yet to hear "you-all" used in addressing one individual except when used by someone pretending to quote on the radio, on the screen, or in a speech. They are not quoting, and they would know so if they would become informed. They are not the least bit funny. They may be amusing to people who know how wrong they are, but they move me to seek other entertainment elsewhere.

It need not be explained that the pronoun in the second person is "you" for both singular and plural. This is very often ambiguous. I suppose somebody invented the expression "you-all" to make the distinction. That is how a language grows. This expression may not be the best to accomplish the desired distinction, but it should be quoted and judged fairly.

To be sure, many of us say "you-all," some say "y'awl"; but we simply don't use either of these in addressing one person. That would destroy the value of the invention.

You will all, or better, *you-all*, will grant that it is all right for us to say "you two" or "you three," so why not let us say "you-all" when referring to many? (Because it's too darn much trouble to count all of you!)

University of Mississippi T. A. BICKERSTAFF

Address peevish and program criticisms—and studio knocks—to Your Grouch Box, in care of RADIO GUIDE, 423 Plymouth Court, Chicago, Illinois.

## Radio Road to Health

By Shirley W. Wynne, M. D.

**Must We Get Sick and See a Doctor to be Well? Those Who Live by that Belief Are on the Way to Serious Trouble**

How often a patient will go to his doctor with an ailment and say: "But I don't understand how I got it!" He is ill, yet he cannot account for his illness. He is dismayed, disgusted and impatient. He wants to recover immediately.

He never blames himself, yet the chances are most likely that the fault can be traced directly to his door—because he did not take proper care of himself, because he was careless, because he "couldn't be bothered" and because he refused to listen to sound advice.

Why do we get sick? Well, because in most instances we wait until we are good and sick before we even think of going to the doctor. Thousands of patients blame the physician when he is unable to perform a miraculous overnight cure on a body that has been sadly neglected for months and even years. Must we get sick to be well? Those who live by that belief are on the way to serious trouble.

A little common sense often will prevent serious ailments. Overwork and long hours are a dangerous cause of illness. The human machine can stand a certain amount of wear and tear—but it cannot be

pushed beyond the limit without unfortunate results.

Food is another element that plays an important role in health conservation. Remember, we eat to live, not live to eat, and the man who disobeys this theory is paving the way for disastrous ailments. Don't get up from your meals "so full you can hardly move."

The body demands a well-balanced diet that includes milk, fruit, and plenty of fresh, green vegetables. It is important, also, to remember that the digestive organs do not function properly when one is worrying or laboring under a nervous tension. At such times persons should eat slightly of easily-digested foods.

The importance of good food and proper digestion in relation to health is absolutely important. And I want to mention here that cleanliness on the part of those who handle foodstuffs and drink is a vital issue.

Man's failure to utilize the scientific knowledge at his command results in much sickness and death, as well as unnecessary suffering. As an example: We know that toxin antitoxin will prevent diphtheria, yet we have to urge parents to make use of this safe and harmless preventive against a deadly disease.

And what shall we say of the person who coughs and sneezes without covering his mouth? And of the carelessness of sick persons who leave soiled articles about, and thoughtlessly kiss other people? Add to this too many dances and too little sleep—too much electric light and not enough sunlight—too many sweets and not enough wholesome foods—and we have impaired health.

Don't wait until you are sick to visit your doctor. The periodic health examination is your best bet. Go to your doctor to find out how well you are, and how you can stay well, rather than how sick you are!





Three who tried to beat the law:  
(left to right) Joseph McDonald,  
Vincent Minneci and Harold DeBolt

The moving target was black—but no blacker than the bitterness in the heart of Corporal Bill Gore, of the Michigan State Police. "This very minute," he thought, "those mugs may be robbing the bank at Burr Oak—while I'm playing pop-guns here on the target-range! Regulations—bah!"

He squinted along the sights of his .38. If worry made him miss this shot, he would lose his prized Marksmanship Badge—and instinctively he knew he was going to miss. The gun kicked—the target, shaped like the shadow of a man, moved on.

"Good-bye badge!" said the lanky young commander of White Pigeon detachment. How could they expect a man to pass pistol tests, when a stool pigeon had just tipped him that a bank in his district was going to be "knocked off"? But:

"No alibi," Gore told the sympathetic scorer of the East Lansing range. "I just didn't shoot straight enough."

Sunset was staining Michigan's snow-covered fields blood red when Corporal Bill—minus his Marksmanship Badge—drove morosely up to the trim, white-walled barracks at White Pigeon. His pal, State Trooper George Milligan, looked up as he entered.

"Yeah," said Gore, in answer to his friend's questioning look. "I lost it, kid—by two points." Then, as if to forestall Milligan's sympathy, he asked quickly: "Anything new on that Burr Oak bank tip?"

"Yes!" Blue-eyed Milligan reported crisply. "We're tipped that they're going to crack the bank just before Christmas. The DeBolt kid is getting mixed up in it." Gore whistled softly. Harold DeBolt was the scapegrace son of a good local family.

"He's hanging around Blank's poolroom," Milligan continued. "Been seen with a couple of tough apes—strangers. But he spends most of his time driving that Cord of his, and throwing wild parties at the little cottage he's rented at Middle Lake."

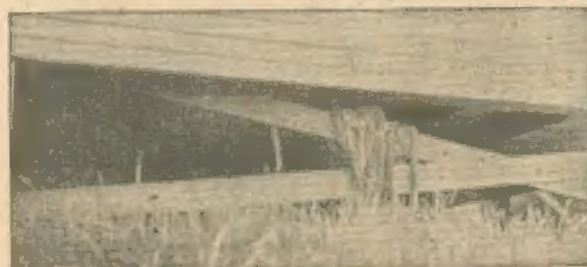
Corporal Gore looked moodily at Milligan, nodded his head. Suddenly it occurred to him how much the trooper looked like this DeBolt lad. Both were tall, broad-shouldered, youthful. Both had blue eyes and fair hair. Two youngsters so much alike, yet so different—one coming up in life, the other letting himself degenerate. The thought saddened him.

"I'm visiting that poolroom tonight," Gore said. When he reached the place, after supper, a few snowflakes were streaking past the lighted window. The noise within died away as Corporal Gore's lanky form strode quietly among the tables. Their green felt tops were made vivid by cones of smoke-streaked light. Around the walls and tables, men were watching him.

A fellow in a flannel shirt leaned on his cue. He was big, with a mop of hair. Hair stuck out the top of his open shirt. Standing near him was a short, swarthy man with brilliantly white teeth and a brutish face generously pockmarked. His flashy suit fitted tight, and he wore a flaming tie. "Lovely people—for jail," thought Bill.



The summer cottage (above) that housed a bandit mob and (below) the place where Minneci tried to bury himself alive to dodge police



"Hello, copper!" Young DeBolt stepped forward, well-dressed, well-built, arrogant. His virile face was dissipated and coarsely handsome. "I just drove in from Lansing," he continued, his voice a shade too friendly. Corporal Gore said nothing. He knew what was coming: "Too bad you can't shoot straight, copper."

Two or three men snickered. "I can shoot straight enough," Gore said, "at thugs, and gangsters and bank-robbers and kidnapers."

The big room was silent as he turned and walked out. A Bronx cheer sounded behind him. That would be DeBolt. Gore contemptuously closed the door.

The pock-marked man peered after him, thoughtfully. "That copper ain't so dumb as he looks," he murmured.

Outside, the cold air was fresh. Gore breathed it deeply.

The winter days passed. In store windows on Burr Oak's main street, the green and red of Christmas decorations peeped out through frosted plate glass. An occasional mare or gelding was hitched to one or another of the old iron hitching-posts. Ice crusted the town pump—and money accumulated in the vault of the Burr Oak bank, as busy merchants cached Christmas receipts.



Henry Gerber, fourth member of the band, brought down by a shot from the trooper who couldn't qualify as a marksman

# The Bandits of Burr Oak

## "Calling All Cars"

Radio as the Defender of Law Scores Again in This Real-Life Radio Drama

By Arthur Kent

Corporal Bill Gore was worried. Everything was too quiet. In the nervous strain, trifling things went wrong with his usually excellent police routine.

"You're still worrying over the badge you lost," admonished Trooper Milligan, several days after Christmas. "But now you can quit fretting about the phony tip on the bank."

That same day, Postmaster Ed Hackman dropped into the Burr Oak bank to argue baseball with his old friend, Cashier Guy Bordner.

"I think you're wrong about the Cubs, Dad," called assistant cashier John Bordner, son of Guy, who was waiting on a customer.

The front door banged open. Three men stalked in, guns in hand. In the lead was the hulking man with the mop of hair—the man from the poolroom. But now he held a shot-gun—not a cue.

"This is a hold-up!" he bellowed. "Stick 'em up!"

With him was the swarthy, pock-marked fellow with the bright teeth and fancy clothes—and another, a sad-faced, chunky youth.

They went right to work. The leader stuck his shot-gun into Postmaster Hackman's ribs. The man with the sad face swung his gun-butt and shattered the glass of the door in the cashier's cage with a shrill, ringing rattle. The pock-marked thug tried to reach the key on the inside of the cashier's window. It fell out of his reach. He cursed.

"Come on, you guys," said the bushy man with the shot-gun. He herded the four victims into a little anteroom. From his coat he drew a potato sack. Young Bordner laughed. "There isn't enough money left in the United States to fill that sack!" he said.

The flustered bandit leader dropped the sack, picked it up—walked back into the bank and then returned.

"Open this vault!" he called to Cashier Bordner. "I can't. The time-lock is on."

"Give it to him in the guts!" cried the leader hoarsely.

"No," said the swarthy man, who was scooping up the bank's funds. "I'll hammer his brains out." He lifted his gun.

"You can do that, too," said the cashier evenly, "but the safe will still be closed." The three men hesitated. Outside, the horn of an automobile commenced to blow insistently.

"That's the signal," roared the bushy-haired leader. "Everybody out!" The three bandits rushed from the bank.

But already the pursuit was preparing. Even before the bandits left the bank, a sixteen-year-old boy whose mother kept the restaurant opposite, had taken the number and description of their car. Its frost-encased windows had prevented him from seeing the driver. The lad dashed into the bank. The bandit car roared away from the curb.

Swiftly the assistant cashier had radio station WRDS—the Michigan State Police—on the telephone. It flashed:

"Calling all Cars—calling all cars. The bank at Burr Oak has just been robbed by four men in a  
(Continued on Page 23)



# My First Thirty Years

By Buddy Rogers

**Organizing a Band May Be Considered an Easy Task—But the Youthful Bandleader Had Much to Learn When He Tried It. Read His Heartbreak and His Triumph.**

Olathe, Kansas was the town of Buddy Rogers' birth. In his first thirty years, the tradition into a boy's life shaped his career. Later, when he was thirty, he was convicted.

At that time, he was in the middle of a long period of intense activity. He was working in a movie studio, and he was also working in a band. He was a very busy man.

He was a very busy man. He was working in a movie studio, and he was also working in a band. He was a very busy man.

He was a very busy man. He was working in a movie studio, and he was also working in a band. He was a very busy man.

I was in 1925 and I was 25 years old. I was a very busy man. I was working in a movie studio, and I was also working in a band. I was a very busy man.

I was a very busy man. I was working in a movie studio, and I was also working in a band. I was a very busy man.

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I was a very busy man. I was working in a movie studio, and I was also working in a band. I was a very busy man.

me awake. It doesn't. I am a sound sleeper.

It doesn't. I am a sound sleeper. It doesn't. I am a sound sleeper. It doesn't. I am a sound sleeper.

It doesn't. I am a sound sleeper. It doesn't. I am a sound sleeper. It doesn't. I am a sound sleeper.



Buddy and his brother, Bh (his nickname), who went to Hollywood to follow in Buddy's footsteps. Bh had real ability—yet he wound up selling automobiles.

It doesn't. I am a sound sleeper. It doesn't. I am a sound sleeper. It doesn't. I am a sound sleeper.



Jean Arthur, celebrated movie actress, who placed Buddy Rogers at the end of a list of attractive males—because she said he had no sex appeal!

It is a night with regret.

It is a night with regret. It is a night with regret. It is a night with regret.

It is a night with regret. It is a night with regret. It is a night with regret.

One night when I was dining at the Mactar club in Los Angeles, Hope Loring, who does a great deal of script work for Hollywood producers, came over to me.

"What are you doing Monday night?" she asked. As it happened I was doing anything important. I want you to meet Mary Pickford," she said.

I've been working on a new script for her and I think there's a picture in it for you."

I had seen more than I had any right to expect. But I wasn't going to overlook the opportunity of meeting a great actress. So on Monday morning I went with Hope Loring as arranged and was introduced to the woman who is perhaps the most interesting personality of the times. I went with some trepidation, prepared to be disappointed. I was wrong.

I met the most most delectable and cordial woman I've ever known. We were over the script together and I was offered the part. That picture was "My Best Girl."

She is not only a great actress, but she is also a great person. I have never met anyone like her before. We were together for four months on "My Best Girl" and became... (Continued on Page 26)



# Programs for Sunday, September 2

## Log of Stations


(NORTH ATLANTIC EDITION)

Call Letters	Kilo Cycles	Power Watts	Location	Net Work
KDKA	940	50,000	Pittsburgh	N
WAAB	140	100	Baltimore	C
WAEC	940	100	New York City	C
WBAL	140	100	Baltimore	N
WBZ	140	100	Boston	N
WCAJ	140	100	Philadelphia	C
WCSH	940	100	Richmond	N
WDRG	1350	100	Richmond	C
WEAF	66	100	New York City	N
WEET	56	100	Boston	N
WFTJ	56	100	Philadelphia	N
WGY	750	50,000	Schenectady	N
WHAM	1150	50,000	Richmond	N
WIPR	610	100	Philadelphia	A
WJAZ	135	100	Pittsburgh	C
WJSV	460	10,000	Washington	C
WJZ	760	50,000	New York City	N
WLIT	650	100	Philadelphia	N
WLW	730	50,000	Cincinnati	N
WMAL	650	500	Washington	N
WNAC	1230	1,000	Boston	C
WOKO	1440	500	Albany	C
WOR	710	5,000	Newark	N
WRCT	950	100	Washington	N
WRVA	1170	5,000	Richmond	N
WTIC	1040	50,000	Hartford	N

\*Network Programs Listed Only.  
 †Full Day Listings: Night Network  
 A—American Broadcasting System  
 C—CBS Programs  
 N—NBC Programs

## Notice

These programs as here presented were as correct and as accurate as the broadcasting companies and RADIO GUIDE could make them at the time of going to press. However, emergencies that arise at the studios sometimes necessitate evening hour changes in program listings, time, etc.

Look for the Bell  for Religious Services and Programs

**8:00 a.m. EDT 7:00 EST**  
 NBC—Morning News  
 CBS—Country Club  
 NBC—Town Meeting  
 WNAC—Morning News  
**8:30 a.m. EDT 7:30 EST**  
 NBC—Low Water  
 CBS—Arise, Awake  
**8:45 a.m. EDT 7:45 EST**  
 CBS—The Book of Daniel  
 WBC—Morning News  
**9:00 a.m. EDT 8:00 EST**  
 ABC—The Bandwagon  
 WRC—WCSH  
 CR—Arise, Awake  
 WABC—WOKO  
 WBAL—Arise, Awake  
 WBZ—Arise, Awake  
 WJZ—Arise, Awake  
 WJSV—Arise, Awake  
**9:15 a.m. EDT 8:15 EST**  
 NBC—The Book of Daniel  
 WBC—Morning News  
**9:30 a.m. EDT 8:30 EST**  
 NBC—The Book of Daniel  
 WBC—Morning News  
**9:45 a.m. EDT 8:45 EST**  
 NBC—The Book of Daniel  
 WBC—Morning News  
**10:00 a.m. EDT 9:00 EST**  
 NBC—The Book of Daniel  
 WBC—Morning News  
**10:15 a.m. EDT 9:15 EST**  
 NBC—The Book of Daniel  
 WBC—Morning News  
**10:30 a.m. EDT 9:30 EST**  
 NBC—The Book of Daniel  
 WBC—Morning News  
**10:45 a.m. EDT 9:45 EST**  
 NBC—The Book of Daniel  
 WBC—Morning News  
**11:00 a.m. EDT 10:00 EST**  
 NBC—The Book of Daniel  
 WBC—Morning News  
**11:15 a.m. EDT 10:15 EST**  
 NBC—The Book of Daniel  
 WBC—Morning News  
**11:30 a.m. EDT 10:30 EST**  
 NBC—The Book of Daniel  
 WBC—Morning News  
**11:45 a.m. EDT 10:45 EST**  
 NBC—The Book of Daniel  
 WBC—Morning News  
**12:00 Noon EDT 11:00 a.m. EST**  
 NBC—The Book of Daniel  
 WBC—Morning News  
**12:15 p.m. EDT 11:15 a.m. EST**  
 NBC—The Book of Daniel  
 WBC—Morning News  
**12:30 p.m. EDT 11:30 a.m. EST**  
 NBC—The Book of Daniel  
 WBC—Morning News  
**12:45 p.m. EDT 11:45 a.m. EST**  
 NBC—The Book of Daniel  
 WBC—Morning News  
**1:00 p.m. EDT 12:00 Noon EST**  
 NBC—The Book of Daniel  
 WBC—Morning News  
**1:15 p.m. EDT 12:15 EST**  
 NBC—The Book of Daniel  
 WBC—Morning News  
**1:30 p.m. EDT 12:30 EST**  
 NBC—The Book of Daniel  
 WBC—Morning News  
**1:45 p.m. EDT 12:45 EST**  
 NBC—The Book of Daniel  
 WBC—Morning News  
**2:00 p.m. EDT 1:00 EST**  
 NBC—The Book of Daniel  
 WBC—Morning News

## Star ★ Indicates High Spot Selections

**10:45 a.m. EDT 9:45 EST**  
 NBC—The Book of Daniel  
 WBC—Morning News  
**11:00 a.m. EDT 10:00 EST**  
 NBC—The Book of Daniel  
 WBC—Morning News  
**11:15 a.m. EDT 10:15 EST**  
 NBC—The Book of Daniel  
 WBC—Morning News  
**11:30 a.m. EDT 10:30 EST**  
 NBC—The Book of Daniel  
 WBC—Morning News  
**11:45 a.m. EDT 10:45 EST**  
 NBC—The Book of Daniel  
 WBC—Morning News

## Afternoon

**12:00 Noon EDT 11:00 a.m. EST**  
 NBC—The Book of Daniel  
 WBC—Morning News  
**12:15 p.m. EDT 11:15 a.m. EST**  
 NBC—The Book of Daniel  
 WBC—Morning News  
**12:30 p.m. EDT 11:30 a.m. EST**  
 NBC—The Book of Daniel  
 WBC—Morning News  
**12:45 p.m. EDT 11:45 a.m. EST**  
 NBC—The Book of Daniel  
 WBC—Morning News  
**1:00 p.m. EDT 12:00 Noon EST**  
 NBC—The Book of Daniel  
 WBC—Morning News  
**1:15 p.m. EDT 12:15 EST**  
 NBC—The Book of Daniel  
 WBC—Morning News  
**1:30 p.m. EDT 12:30 EST**  
 NBC—The Book of Daniel  
 WBC—Morning News  
**1:45 p.m. EDT 12:45 EST**  
 NBC—The Book of Daniel  
 WBC—Morning News  
**2:00 p.m. EDT 1:00 EST**  
 NBC—The Book of Daniel  
 WBC—Morning News

**2:15 p.m. EDT 1:15 EST**  
 NBC—The Book of Daniel  
 WBC—Morning News  
**2:30 p.m. EDT 1:30 EST**  
 NBC—The Book of Daniel  
 WBC—Morning News  
**2:45 p.m. EDT 1:45 EST**  
 NBC—The Book of Daniel  
 WBC—Morning News  
**3:00 p.m. EDT 2:00 EST**  
 NBC—The Book of Daniel  
 WBC—Morning News  
**3:15 p.m. EDT 2:15 EST**  
 NBC—The Book of Daniel  
 WBC—Morning News  
**3:30 p.m. EDT 2:30 EST**  
 NBC—The Book of Daniel  
 WBC—Morning News  
**3:45 p.m. EDT 2:45 EST**  
 NBC—The Book of Daniel  
 WBC—Morning News  
**4:00 p.m. EDT 3:00 EST**  
 NBC—The Book of Daniel  
 WBC—Morning News  
**4:15 p.m. EDT 3:15 EST**  
 NBC—The Book of Daniel  
 WBC—Morning News  
**4:30 p.m. EDT 3:30 EST**  
 NBC—The Book of Daniel  
 WBC—Morning News  
**4:45 p.m. EDT 3:45 EST**  
 NBC—The Book of Daniel  
 WBC—Morning News  
**5:00 p.m. EDT 4:00 EST**  
 NBC—The Book of Daniel  
 WBC—Morning News  
**5:15 p.m. EDT 4:15 EST**  
 NBC—The Book of Daniel  
 WBC—Morning News  
**5:30 p.m. EDT 4:30 EST**  
 NBC—The Book of Daniel  
 WBC—Morning News  
**5:45 p.m. EDT 4:45 EST**  
 NBC—The Book of Daniel  
 WBC—Morning News  
**6:00 p.m. EDT 5:00 EST**  
 NBC—The Book of Daniel  
 WBC—Morning News  
**6:15 p.m. EDT 5:15 EST**  
 NBC—The Book of Daniel  
 WBC—Morning News  
**6:30 p.m. EDT 5:30 EST**  
 NBC—The Book of Daniel  
 WBC—Morning News  
**6:45 p.m. EDT 5:45 EST**  
 NBC—The Book of Daniel  
 WBC—Morning News  
**7:00 p.m. EDT 6:00 EST**  
 NBC—The Book of Daniel  
 WBC—Morning News  
**7:15 p.m. EDT 6:15 EST**  
 NBC—The Book of Daniel  
 WBC—Morning News  
**7:30 p.m. EDT 6:30 EST**  
 NBC—The Book of Daniel  
 WBC—Morning News  
**7:45 p.m. EDT 6:45 EST**  
 NBC—The Book of Daniel  
 WBC—Morning News  
**8:00 p.m. EDT 7:00 EST**  
 NBC—The Book of Daniel  
 WBC—Morning News  
**8:15 p.m. EDT 7:15 EST**  
 NBC—The Book of Daniel  
 WBC—Morning News  
**8:30 p.m. EDT 7:30 EST**  
 NBC—The Book of Daniel  
 WBC—Morning News  
**8:45 p.m. EDT 7:45 EST**  
 NBC—The Book of Daniel  
 WBC—Morning News  
**9:00 p.m. EDT 8:00 EST**  
 NBC—The Book of Daniel  
 WBC—Morning News  
**9:15 p.m. EDT 8:15 EST**  
 NBC—The Book of Daniel  
 WBC—Morning News  
**9:30 p.m. EDT 8:30 EST**  
 NBC—The Book of Daniel  
 WBC—Morning News  
**9:45 p.m. EDT 8:45 EST**  
 NBC—The Book of Daniel  
 WBC—Morning News

## Night

**6:00 p.m. EDT 5:00 EST**  
 NBC—The Book of Daniel  
 WBC—Morning News  
**6:15 p.m. EDT 5:15 EST**  
 NBC—The Book of Daniel  
 WBC—Morning News  
**6:30 p.m. EDT 5:30 EST**  
 NBC—The Book of Daniel  
 WBC—Morning News  
**6:45 p.m. EDT 5:45 EST**  
 NBC—The Book of Daniel  
 WBC—Morning News  
**7:00 p.m. EDT 6:00 EST**  
 NBC—The Book of Daniel  
 WBC—Morning News  
**7:15 p.m. EDT 6:15 EST**  
 NBC—The Book of Daniel  
 WBC—Morning News  
**7:30 p.m. EDT 6:30 EST**  
 NBC—The Book of Daniel  
 WBC—Morning News  
**7:45 p.m. EDT 6:45 EST**  
 NBC—The Book of Daniel  
 WBC—Morning News  
**8:00 p.m. EDT 7:00 EST**  
 NBC—The Book of Daniel  
 WBC—Morning News  
**8:15 p.m. EDT 7:15 EST**  
 NBC—The Book of Daniel  
 WBC—Morning News  
**8:30 p.m. EDT 7:30 EST**  
 NBC—The Book of Daniel  
 WBC—Morning News  
**8:45 p.m. EDT 7:45 EST**  
 NBC—The Book of Daniel  
 WBC—Morning News  
**9:00 p.m. EDT 8:00 EST**  
 NBC—The Book of Daniel  
 WBC—Morning News  
**9:15 p.m. EDT 8:15 EST**  
 NBC—The Book of Daniel  
 WBC—Morning News  
**9:30 p.m. EDT 8:30 EST**  
 NBC—The Book of Daniel  
 WBC—Morning News  
**9:45 p.m. EDT 8:45 EST**  
 NBC—The Book of Daniel  
 WBC—Morning News

**9:30 p.m. EDT 8:30 EST**  
 NBC—The Book of Daniel  
 WBC—Morning News  
**9:45 p.m. EDT 8:45 EST**  
 NBC—The Book of Daniel  
 WBC—Morning News  
**10:00 p.m. EDT 9:00 EST**  
 NBC—The Book of Daniel  
 WBC—Morning News  
**10:15 p.m. EDT 9:15 EST**  
 NBC—The Book of Daniel  
 WBC—Morning News  
**10:30 p.m. EDT 9:30 EST**  
 NBC—The Book of Daniel  
 WBC—Morning News  
**10:45 p.m. EDT 9:45 EST**  
 NBC—The Book of Daniel  
 WBC—Morning News  
**11:00 p.m. EDT 10:00 EST**  
 NBC—The Book of Daniel  
 WBC—Morning News  
**11:15 p.m. EDT 10:15 EST**  
 NBC—The Book of Daniel  
 WBC—Morning News  
**11:30 p.m. EDT 10:30 EST**  
 NBC—The Book of Daniel  
 WBC—Morning News  
**11:45 p.m. EDT 10:45 EST**  
 NBC—The Book of Daniel  
 WBC—Morning News  
**12:00 Mid EDT 11:00 p.m. EST**  
 NBC—The Book of Daniel  
 WBC—Morning News  
**12:15 a.m. EDT 11:15 p.m. EST**  
 NBC—The Book of Daniel  
 WBC—Morning News  
**12:30 a.m. EDT 11:30 p.m. EST**  
 NBC—The Book of Daniel  
 WBC—Morning News  
**12:45 a.m. EDT 11:45 p.m. EST**  
 NBC—The Book of Daniel  
 WBC—Morning News  
**1:00 a.m. EDT 12:00 EST**  
 NBC—The Book of Daniel  
 WBC—Morning News  
**1:15 a.m. EDT 12:15 EST**  
 NBC—The Book of Daniel  
 WBC—Morning News  
**1:30 a.m. EDT 12:30 EST**  
 NBC—The Book of Daniel  
 WBC—Morning News  
**1:45 a.m. EDT 12:45 EST**  
 NBC—The Book of Daniel  
 WBC—Morning News  
**2:00 a.m. EDT 1:00 EST**  
 NBC—The Book of Daniel  
 WBC—Morning News







## Programs for Monday, September 3

Star ★ Indicates High Spot Selections

[illegible][illegible][illegible]

NB - B... and BB WJZ WBAL  
WJZ Kuba WMAL WLW WHAM  
A... T... F... WIP  
WAU ...  
WBZ ...

**4-15 pm EDT 3 15 EST**

CBS A... WABC  
WKOP W J WINY  
NBC C... WMAL  
WBZ WBAA KUSA WAM  
NB T... WFAP WGY  
W...  
NB S... WJZ  
ABN E... soprano WIP  
WBAT-Servic B team  
WHI National Satety Council  
WLW-Music by Duviano  
WOR Voxes Revue

**4:30 p.m. EDT 3 30 EST**

\* NBC-Chicago Symphony Orchestra  
WBZ WBZ WMAL WHAM WBX  
WBAL

CBS-Olivia V... Program WABC  
WJAZ WKOP WMAL WLW WNAC  
NBC R... centralo.  
WFAP WFLL WSU WRD  
ABS-W... M... Used  
KINA Market Reports  
WLW List of Miv's themn  
WOR East Savan's Orchestra

**4:45 pm EDT 3 45 EST**

A... M... Used  
WFAP At... WFL WHC  
WHH

KIVA Ch... (NBC)  
W...  
WIN B... News

**5 00 pm LDI 4 00 EST**

\* CBS Album of Popular Classics  
W... WMAZ  
WBZ  
AFAP  
W...  
SABC  
W...  
M...

**5 15 pm EDT 4 15 EST**

CBS A...  
WIT-RADIO GUIDE PRESENTS  
W... House  
**5 30 pm EDT 4 30 EST**  
NR  
W... WITH ADP  
W...  
WAAA  
T... WIZ WRMI  
WM... WAAR WMW  
WIA S...  
WNA Music Mart  
W... "Town Talk"  
W...  
**6 15 pm EDT 4 45 EST**  
NBC  
W... WISH  
NF  
KIVA  
CH...  
W...  
WFA... Dick  
WG... batads  
WIIM News Center  
WTV The Tenen duo  
WMM quartet

**Night**

**6 00 p.m. EDT 5 00 EST**

NBC A... WLW  
★ CBS-Billy Rogers in the Twenty  
W... O  
S... WMAL  
WSR P... WIP  
F...  
W... sports  
W... er  
W... B... es  
W... May organist  
W... program  
W... N...

**6 15 pm EDT 5 15 IST**

N...  
CBS A... NY  
W... NY  
NY I... Y... AFAP  
W...  
V... Farney  
WT... (NBC)  
W...  
**6 30 pm EDT 5 30 EST**  
N... WFAP  
NB... WFAP  
CS... WABC WBJ  
WDL WGL  
CBS... Orchestra  
WABC WAAB WJS WOR WCAD  
KLVA-Corona Stars of Hollywood  
WBZ-Farmer-Angene weathers

[illegible]







## Programs for Tuesday, September 4

Star ★ Indicates High Spot Selections

[illegible][illegible]

## Afternoon

[illegible]

1:00 p.m. EDT 12:00 Noon EST  
 ABC News at Noon WJZ  
 CBS News at Noon WABC  
 NBC News at Noon WSHN  
 KIDN Market Today  
 WJZ The Sun Weather Bureau Report  
 WNYC News at Noon  
 WJW News at Noon  
 WOP News at Noon  
 1:15 p.m. EDT 12:15 EST  
 ABC News at 1:15 WJZ  
 CBS News at 1:15 WABC  
 NBC News at 1:15 WSHN  
 KIDN News at 1:15  
 WJZ News at 1:15  
 WNYC News at 1:15  
 WJW News at 1:15  
 WOP News at 1:15  
 1:30 p.m. EDT 12:30 EST  
 ABC News at 1:30 WJZ  
 CBS News at 1:30 WABC  
 NBC News at 1:30 WSHN  
 KIDN News at 1:30  
 WJZ News at 1:30  
 WNYC News at 1:30  
 WJW News at 1:30  
 WOP News at 1:30  
 1:45 p.m. EDT 12:45 EST  
 ABC News at 1:45 WJZ  
 CBS News at 1:45 WABC  
 NBC News at 1:45 WSHN  
 KIDN News at 1:45  
 WJZ News at 1:45  
 WNYC News at 1:45  
 WJW News at 1:45  
 WOP News at 1:45  
 2:00 p.m. EDT 1:00 EST  
 ABC News at 2:00 WJZ  
 CBS News at 2:00 WABC  
 NBC News at 2:00 WSHN  
 KIDN News at 2:00  
 WJZ News at 2:00  
 WNYC News at 2:00  
 WJW News at 2:00  
 WOP News at 2:00  
 2:15 p.m. EDT 1:15 EST  
 ABC News at 2:15 WJZ  
 CBS News at 2:15 WABC  
 NBC News at 2:15 WSHN  
 KIDN News at 2:15  
 WJZ News at 2:15  
 WNYC News at 2:15  
 WJW News at 2:15  
 WOP News at 2:15  
 2:30 p.m. EDT 1:30 EST  
 ABC News at 2:30 WJZ  
 CBS News at 2:30 WABC  
 NBC News at 2:30 WSHN  
 KIDN News at 2:30  
 WJZ News at 2:30  
 WNYC News at 2:30  
 WJW News at 2:30  
 WOP News at 2:30  
 2:45 p.m. EDT 1:45 EST  
 ★ NBC News at 2:45 WJZ  
 CBS News at 2:45 WABC  
 NBC News at 2:45 WSHN  
 KIDN News at 2:45  
 WJZ News at 2:45  
 WNYC News at 2:45  
 WJW News at 2:45  
 WOP News at 2:45  
 3:00 p.m. EDT 2:00 EST  
 ABC News at 3:00 WJZ  
 CBS News at 3:00 WABC  
 NBC News at 3:00 WSHN  
 KIDN News at 3:00  
 WJZ News at 3:00  
 WNYC News at 3:00  
 WJW News at 3:00  
 WOP News at 3:00  
 3:15 p.m. EDT 2:15 EST  
 ABC News at 3:15 WJZ  
 CBS News at 3:15 WABC  
 NBC News at 3:15 WSHN  
 KIDN News at 3:15  
 WJZ News at 3:15  
 WNYC News at 3:15  
 WJW News at 3:15  
 WOP News at 3:15  
 3:30 p.m. EDT 2:30 EST  
 ABC News at 3:30 WJZ  
 CBS News at 3:30 WABC  
 NBC News at 3:30 WSHN  
 KIDN News at 3:30  
 WJZ News at 3:30  
 WNYC News at 3:30  
 WJW News at 3:30  
 WOP News at 3:30  
 3:45 p.m. EDT 2:45 EST  
 ABC News at 3:45 WJZ  
 CBS News at 3:45 WABC  
 NBC News at 3:45 WSHN  
 KIDN News at 3:45  
 WJZ News at 3:45  
 WNYC News at 3:45  
 WJW News at 3:45  
 WOP News at 3:45  
 4:00 p.m. EDT 3:00 EST  
 ABC News at 4:00 WJZ  
 CBS News at 4:00 WABC  
 NBC News at 4:00 WSHN  
 KIDN News at 4:00  
 WJZ News at 4:00  
 WNYC News at 4:00  
 WJW News at 4:00  
 WOP News at 4:00  
 4:15 p.m. EDT 3:15 EST  
 ABC News at 4:15 WJZ  
 CBS News at 4:15 WABC  
 NBC News at 4:15 WSHN  
 KIDN News at 4:15  
 WJZ News at 4:15  
 WNYC News at 4:15  
 WJW News at 4:15  
 WOP News at 4:15  
 4:30 p.m. EDT 3:30 EST  
 ABC News at 4:30 WJZ  
 CBS News at 4:30 WABC  
 NBC News at 4:30 WSHN  
 KIDN News at 4:30  
 WJZ News at 4:30  
 WNYC News at 4:30  
 WJW News at 4:30  
 WOP News at 4:30  
 4:45 p.m. EDT 3:45 EST  
 ABC News at 4:45 WJZ  
 CBS News at 4:45 WABC  
 NBC News at 4:45 WSHN  
 KIDN News at 4:45  
 WJZ News at 4:45  
 WNYC News at 4:45  
 WJW News at 4:45  
 WOP News at 4:45  
 5:00 p.m. EDT 4:00 EST  
 ABC News at 5:00 WJZ  
 CBS News at 5:00 WABC  
 NBC News at 5:00 WSHN  
 KIDN News at 5:00  
 WJZ News at 5:00  
 WNYC News at 5:00  
 WJW News at 5:00  
 WOP News at 5:00  
 5:15 p.m. EDT 4:15 EST  
 ABC News at 5:15 WJZ  
 CBS News at 5:15 WABC  
 NBC News at 5:15 WSHN  
 KIDN News at 5:15  
 WJZ News at 5:15  
 WNYC News at 5:15  
 WJW News at 5:15  
 WOP News at 5:15  
 5:30 p.m. EDT 4:30 EST  
 ABC News at 5:30 WJZ  
 CBS News at 5:30 WABC  
 NBC News at 5:30 WSHN  
 KIDN News at 5:30  
 WJZ News at 5:30  
 WNYC News at 5:30  
 WJW News at 5:30  
 WOP News at 5:30  
 5:45 p.m. EDT 4:45 EST  
 ABC News at 5:45 WJZ  
 CBS News at 5:45 WABC  
 NBC News at 5:45 WSHN  
 KIDN News at 5:45  
 WJZ News at 5:45  
 WNYC News at 5:45  
 WJW News at 5:45  
 WOP News at 5:45  
 6:00 p.m. EDT 5:00 EST  
 ABC News at 6:00 WJZ  
 CBS News at 6:00 WABC  
 NBC News at 6:00 WSHN  
 KIDN News at 6:00  
 WJZ News at 6:00  
 WNYC News at 6:00  
 WJW News at 6:00  
 WOP News at 6:00  
 6:15 p.m. EDT 5:15 EST  
 ABC News at 6:15 WJZ  
 CBS News at 6:15 WABC  
 NBC News at 6:15 WSHN  
 KIDN News at 6:15  
 WJZ News at 6:15  
 WNYC News at 6:15  
 WJW News at 6:15  
 WOP News at 6:15  
 6:30 p.m. EDT 5:30 EST  
 ABC News at 6:30 WJZ  
 CBS News at 6:30 WABC  
 NBC News at 6:30 WSHN  
 KIDN News at 6:30  
 WJZ News at 6:30  
 WNYC News at 6:30  
 WJW News at 6:30  
 WOP News at 6:30  
 6:45 p.m. EDT 5:45 EST  
 ABC News at 6:45 WJZ  
 CBS News at 6:45 WABC  
 NBC News at 6:45 WSHN  
 KIDN News at 6:45  
 WJZ News at 6:45  
 WNYC News at 6:45  
 WJW News at 6:45  
 WOP News at 6:45  
 7:00 p.m. EDT 6:00 EST  
 ABC News at 7:00 WJZ  
 CBS News at 7:00 WABC  
 NBC News at 7:00 WSHN  
 KIDN News at 7:00  
 WJZ News at 7:00  
 WNYC News at 7:00  
 WJW News at 7:00  
 WOP News at 7:00  
 7:15 p.m. EDT 6:15 EST  
 ABC News at 7:15 WJZ  
 CBS News at 7:15 WABC  
 NBC News at 7:15 WSHN  
 KIDN News at 7:15  
 WJZ News at 7:15  
 WNYC News at 7:15  
 WJW News at 7:15  
 WOP News at 7:15  
 7:30 p.m. EDT 6:30 EST  
 ABC News at 7:30 WJZ  
 CBS News at 7:30 WABC  
 NBC News at 7:30 WSHN  
 KIDN News at 7:30  
 WJZ News at 7:30  
 WNYC News at 7:30  
 WJW News at 7:30  
 WOP News at 7:30  
 7:45 p.m. EDT 6:45 EST  
 ABC News at 7:45 WJZ  
 CBS News at 7:45 WABC  
 NBC News at 7:45 WSHN  
 KIDN News at 7:45  
 WJZ News at 7:45  
 WNYC News at 7:45  
 WJW News at 7:45  
 WOP News at 7:45  
 8:00 p.m. EDT 7:00 EST  
 ABC News at 8:00 WJZ  
 CBS News at 8:00 WABC  
 NBC News at 8:00 WSHN  
 KIDN News at 8:00  
 WJZ News at 8:00  
 WNYC News at 8:00  
 WJW News at 8:00  
 WOP News at 8:00  
 8:15 p.m. EDT 7:15 EST  
 ABC News at 8:15 WJZ  
 CBS News at 8:15 WABC  
 NBC News at 8:15 WSHN  
 KIDN News at 8:15  
 WJZ News at 8:15  
 WNYC News at 8:15  
 WJW News at 8:15  
 WOP News at 8:15  
 8:30 p.m. EDT 7:30 EST  
 ABC News at 8:30 WJZ  
 CBS News at 8:30 WABC  
 NBC News at 8:30 WSHN  
 KIDN News at 8:30  
 WJZ News at 8:30  
 WNYC News at 8:30  
 WJW News at 8:30  
 WOP News at 8:30  
 8:45 p.m. EDT 7:45 EST  
 ABC News at 8:

[illegible]

## Night

[illegible]



By Murray Arnold

[illegible][illegible][illegible]

To / S - To witness the WIFN "S S  
All in Fun" program, get in touch with  
The Meyers. The address is as follows:

WALT MATTHEW WILLIAM spent  
 ten months in a German College and Mex-  
 ico and is his play, "The Last of the  
 Costliest in the World." The reason for  
 this long stage trip is that Walt's  
 term, which was two hundred feet in the  
 air and cost \$50,000 to build it is  
 to be the WILLIAM arial.

III. RE-ELECTOR Ministres, the  
by, Chirac-Berling return to Willy Brandt  
panda. The heart every week a  
panda. A third and direct  
first. I am the ex-minister  
W.P. the second and the first  
a first and a second and a third  
we are now in the first  
center and a second and a third  
a second and a third and a fourth  
graduating I.W.P. Palace is  
now a regular feature of the American  
Broadcasting System Analysis at a point

On the other hand, if an NCO is to be a "first lieutenant" in the eyes of his troops, he must be able to lead them. He must be able to give orders that are clear, concise, and to the point. He must be able to inspire confidence in his subordinates. He must be able to take responsibility for his actions and the actions of his subordinates. He must be able to communicate effectively with his superiors and his subordinates. He must be able to work well with others. He must be able to handle stress and pressure. He must be able to make decisions quickly and accurately. He must be able to adapt to changing circumstances. He must be able to maintain discipline and order. He must be able to motivate his subordinates. He must be able to provide feedback and guidance. He must be able to lead by example. He must be able to earn the respect and trust of his subordinates. He must be able to lead his subordinates to success.

The following table shows the results of the experiments conducted on the various types of soil. The first column gives the name of the soil, the second column the number of plants, and the third column the number of plants which died. The fourth column gives the number of plants which were still alive at the end of the experiment. The fifth column gives the number of plants which were still alive at the end of the experiment. The sixth column gives the number of plants which were still alive at the end of the experiment.

I have just received your letter of the 11th inst. and am glad to hear that you are well. I am well and hope this letter finds you the same. I have been thinking of you very much lately and wondering how you are getting on. I hope you are happy and content. I have been very busy lately but I will try to write you more often. I have been thinking of you very much lately and wondering how you are getting on. I hope you are happy and content. I have been very busy lately but I will try to write you more often.

**GOODRICH Firestone**  
**GOOD YEAR**  
**U.S., FISK and OTHERS**

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BALLOON TIRES				Regular Cord Tires			
Size	Price	Tires	Tubes	Size	Price	Tires	Tubes
3 x 4-20	2.15	2.15	1.45	80x33	2.25	2.25	.65
3 x 4-20	2.15	2.15	1.45	32x37 1/2	3.15	3.15	.75
3 x 4-20	2.15	2.40	1.85	31 x 4-4	2.95	2.95	.85
3 x 4-20	2.45	2.45	1.85	32 x 4-4	2.95	2.95	.85
3 x 4-20	2.50	2.50	1.85	34 x 4-4	3.25	3.25	.85
3 x 5-16-14	2.85	2.85	1.05	34 x 4-4 1/2	3.45	3.45	.85
3 x 5-16-20	2.85	2.85	1.05	32 x 4 1/2	3.35	3.35	1.15
3 x 5-25-18	2.90	2.90	1.15	34 x 4 1/2	3.45	3.45	1.15
3 x 5-25-18	2.95	2.95	1.15	34 x 4 1/2	3.45	3.45	1.15
3 x 5-25-21	2.95	2.95	1.15	30 x 5 1/2	3.65	3.65	1.35
3 x 5-25-21 1/2	3.15	3.15	1.15	32 x 5 1/2	3.85	3.85	1.35
3 x 5-30-18	3.35	3.35	1.15	35 x 5 1/2	4.05	4.05	1.55
3 x 5-30-19	3.35	3.35	1.15				
3 x 5-30-18	3.40	3.40	1.15	Heavy Duty Truck Tires			
3 x 5-30-16	3.40	3.40	1.15	Size	Price	Tires	Tubes
3 x 6-16-20	3.45	3.45	1.25	38x55	4.25	4.25	1.95
3 x 6-16-21	3.45	3.45	1.25	32x6	7.95	7.95	2.75
3 x 6-20	3.75	3.75	1.25	34x7	10.95	10.95	3.55
				36x6	9.95	9.95	3.95
TRUCK BALLOONS				38x8	12.15	12.15	4.25
Size	Price	Tires	Tubes	19x5	1.95	1.95	4.95
3 x 6-10	5.95	5.95	2.45				
3 x 6-12	6.95	6.95	2.45				
3 x 6-20	6.95	6.95	3.75				

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 and will order. As a result to give it in the price a 10% of price.

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GIVEN WITH  
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**8 45 p.m EDT 7 45 EST**

NBC — American Institute of Bank  
WABC WJZ WMAT WLNS  
**9 00 p.m EDT 8 00 EST**

★ NBC — Gray and Braggiotti. WABC  
WABC WJZ WMAT WLNS  
**9 15 p.m EDT 8 15 EST**

CBS —  
WLNS WJZ WMAT WLNS  
**9 30 p.m EDT 8 30 EST**

★ NBC — Sorokin and Sketches. WABC  
WABC WJZ WMAT WLNS  
**CBS — STUDEBAKER CHAMPIONS.**  
Rosen Brownstein  
WABC WJZ WMAT WLNS  
**★ NBC — Mrs Franklin D Roosevelt.**  
WABC WJZ WMAT WLNS  
**AHS —** WIP  
WABC WJZ WMAT WLNS  
WBVA Ford Wallace & Orchestra

### Programs to Be Heard

[illegible]

Tuesday, Sept. 4

[illegible]

Continued from  
Previous Page

ABS 4:30 p.m. Lewis & Clark WAP  
 WJAM 11:30 a.m. M...  
 11:30 a.m. EDT 10:30 EST  
 NBC 10:00 p.m. Orchestra with  
 ...  
 ★ NBC-Rudy Vanores Orchestra  
 ...  
 ... WABC  
 ...  
 NBC ... WLEA  
 ... WCH  
 ABS ... WIP  
 ...  
 ... Orchestra  
 ...  
 ...  
 11:45 p.m. EDT 10:45 EST  
 ... Orchestra  
 WABC WOKB ... WCAU  
 12:00 Mid. EDT 11:00 p.m. EST  
 NBC ... Orchestra  
 WFAE ...  
 NBC ... WIZ  
 WMAZ KLRB WJAM WBAL  
 WFLY

[illegible]



## Programs for Wednesday, September 5

Star ★ Indicates High Spot Selections

[illegible]

**10-30 a.m. EDT 9-30 EST**  
CBS - News at 10 AM WABC  
WJZ - News at 10 AM WJZ  
NBC - News at 10 AM WABC  
WBAL - News at 10 AM WBAL  
WFLA - News at 10 AM WFLA  
WTVT - News at 10 AM WTVT  
WFTS - News at 10 AM WFTS  
WWSN - News at 10 AM WWSN  
WTVT - News at 10 AM WTVT  
WFTS - News at 10 AM WFTS  
WWSN - News at 10 AM WWSN  
**10-45 a.m. EDT 9-45 EST**  
NBC - News at 10:45 AM WABC  
WBAL - News at 10:45 AM WBAL  
WFLA - News at 10:45 AM WFLA  
WTVT - News at 10:45 AM WTVT  
WFTS - News at 10:45 AM WFTS  
WWSN - News at 10:45 AM WWSN  
**11-00 a.m. EDT 10-00 EST**  
NBC - News at 11 AM WABC  
WBAL - News at 11 AM WBAL  
WFLA - News at 11 AM WFLA  
WTVT - News at 11 AM WTVT  
WFTS - News at 11 AM WFTS  
WWSN - News at 11 AM WWSN  
**11-15 a.m. EDT 10-15 EST**  
NBC - News at 11:15 AM WABC  
WBAL - News at 11:15 AM WBAL  
WFLA - News at 11:15 AM WFLA  
WTVT - News at 11:15 AM WTVT  
WFTS - News at 11:15 AM WFTS  
WWSN - News at 11:15 AM WWSN  
**11-30 a.m. EDT 10-30 EST**  
NBC - News at 11:30 AM WABC  
WBAL - News at 11:30 AM WBAL  
WFLA - News at 11:30 AM WFLA  
WTVT - News at 11:30 AM WTVT  
WFTS - News at 11:30 AM WFTS  
WWSN - News at 11:30 AM WWSN  
**11-45 a.m. EDT 10-45 EST**  
NBC - News at 11:45 AM WABC  
WBAL - News at 11:45 AM WBAL  
WFLA - News at 11:45 AM WFLA  
WTVT - News at 11:45 AM WTVT  
WFTS - News at 11:45 AM WFTS  
WWSN - News at 11:45 AM WWSN

## Afternoon

12:00 Noon EDT 11:00 a.m. EST  
NBC - A and I see Roger WIAP  
WLH WLO WLEI WL VI  
CBS - Ben Barclay song WABC  
WXA WRO WDRC WCAU WJAS  
WLSA  
NBC - E-I and H-J WJZ WRVA  
WHAM WKDA WBAL  
WB - News  
WTYS - News  
W & A - J - Muzzy piano duo  
WOR - I - Artie rock  
12:15 p.m. EDT 11 15 a.m. EST  
NBC - H - J and S - Strauss  
WFAY WFL WTIC  
CBS - (and) - WABC WJAS  
WAAB WDC WOKO WAU WJSV  
NBI - (and) - WJZ  
WKDA WKMI WMAL WRVA  
WB - (and) Face's A range  
We - News and He  
WLAN - L - F - 10:25  
WLM - (and) Dore, comedy  
WMAF - News  
WOP - M - (and)  
12:30 p.m. EDI 11 30 a.m. EST  
NBC - V - J - WJZ WRVA WBZ  
WTAM WBAL WMAL WKRA  
CBS - A - P - (and) C - WADC  
WCA WOK WAAB WJAS  
NBC - M - M - WEAF WRC  
WTIC WL - (and) WYH  
ABS - S - Quotation WIP  
WFF - S - Quotation  
W - A - Post Cross Speaker  
WNAF - S - Exchange  
WOR - Scott Taylor's Orchestra

[illegible][illegible]

## Night

6:00 p.m. EDT 5:00 EST  
ABC - A. Pierre Gino WJAF WLW  
CBS - B. J. L. ... Twenty-  
... WAAB  
... WBIN WWSV  
NBC - ... News WJZ  
... WBZ  
AR - ... WIP  
KDKA - ... which  
WOL - News, Live Review  
WJL - News  
WCI - ...  
WM - ... pianist  
WNAC - ... Weather  
WOR - ... Orchestra  
6:15 p.m. EDT 5:15 EST  
CBS - ... Orch.  
WJVA  
ABC - ... WJZ  
WBAL WMAL  
CBS - ... Sunny Jim:  
WABO WAAB WCAU  
KDKA - ...  
WJZ - ...  
WCHI - ...

[illegible]







## Programs for Thursday, September 6

Star ★ Indicates High Spot Selections

[illegible][illegible]

### Afternoon

12:00 Noon EDT 11:00 a.m. EST  
 CBS - 4, 6, 8, 10, 12 WABC  
 WABC - 4, 6, 8, 10, 12 WJ45 WJSV  
 WJ45 - 4, 6, 8, 10, 12  
 NBC - 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12 WJ45 WGY  
 WJ45 - 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12  
 ABC - 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12 WIP  
 WIP - 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12  
 WABC - 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12  
 WJ45 - 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12  
 12:30 pm EDT 11:30 a.m. EST  
 ABC - 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12 WJ45  
 WJ45 - 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12  
 CBS - 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12 WABC WOKO  
 WABC - 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12 WJ45  
 NBC - 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12 WJ45  
 WJ45 - 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12  
 ABC - 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12 WIP  
 WIP - 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12  
 WJ45 - 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12  
 WABC - 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12  
 WJ45 - 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12  
 12:45 pm EDT 11:45 a.m. EST  
 ABC - 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12 WJ45  
 WJ45 - 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12  
 CBS - 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12 WABC WOKO  
 WABC - 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12 WJ45  
 NBC - 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12 WJ45  
 WJ45 - 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12  
 ABC - 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12 WIP  
 WIP - 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12  
 WJ45 - 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12  
 WABC - 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12  
 WJ45 - 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12  
 ABC - 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12 WJ45  
 WJ45 - 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12

[illegible][illegible]

## Night

[illegible][illegible]



And You'll Jump Out of Bed in  
the Morning Rarin' to Go

But don't ask for Ever pills. Ask for Carter's Little Liver Pills. Look for the name Carter's Little Liver Pills on the red label. Resist a substitute. Get it at drug stores. J. B. C. M. Co.

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The response to her programs shows that there is a decided preference among consumers for real and unacknowledged presence with feeling and taste. The snafu of reputation would be a waste to imitate the example set by this fine leader in setting her programs.

ABC 8 p.m. Class Service Concert Rosa lo Bourdon, Jessica Dragonette, soprano; Keesse Lester, The Street Organ Man by De Rose; Mary Ann from the third act of Puccini's Madame Butterfly; Silver Threads Among the Gold, The Prize Waltz by Bowler; A Little from Glazov's The Seasons, Sometimes When Not Is Now, Surely Through the Summer Night by Kalina's Sara, Don Riego's Home

**M. M. M. Music Publishers, Dept. R.G.  
Studio Building, Portland, Oregon**

## City..... State.....

WOKO WDRC WNAE WJSV

WHITE SWAN HIDE

WYHAM—Lance Music, News

LEAF WEEI WFI WU

WLY—Moon River, organ and poems



## Programs for Friday, September 7

Star ★ Indicates High Spot Selections

[illegible][illegible]

## Afternoon

12:00 Noon EDT 11:00 a.m. EST  
NB Plays Rock n' Roll AFAP WCH  
WJL WY WIP WLT  
CBS - Bob Carroll and WABC  
WAC WDRC WCAL WJAS WJSV  
WBZ  
NB Fields and Hay WJZ WMAL  
WVA KRLA WHAL  
ADS L... M... Tru WIP  
WBZ News  
WHAM Jack Fox songs  
WLT - And the Winner piano duo  
WJL - Bob Lewis  
12:15 p.m. EDT 11:15 a.m. EST  
NB's Home Boy and Special as  
WEAF WRC WEEL WTIC WITF  
CBS - Anne Cole Soprano WABC  
WAV WVA WRD WDRC  
NB's Charlie Spang tenor. WJZ  
WBAL KRLA WRYA  
ABS - Chuck Riley songs WIP  
WBZ - ... Songs  
WCH News Extra Fishes  
WGY Maria and Her  
WHM The ... organ  
WJA Variety program  
WLW Bos and Din comedy  
WVA News  
WJR Hooty Mike  
12:30 p.m. EDT 11:30 a.m. EST  
NBC Veal n' Ste WIZ WHAM  
WMAL WBZ KRLA WBAL WRYA  
CBS - A Kennedy's Orchestra WABC  
WROR WAAB WWSY WEAF WJAS  
NBT More Milton Weaf WLW  
WLT A WFC WJH  
ABS - ... Questions WIP  
WLT ... Questions  
WCY Jerry Herman and the Lady  
Finers  
WMA Flo Starnace Exchange  
WLT ... Exchange  
12:45 p.m. EDT 11:45 a.m. EST  
NBC - Work and More WJZ WMAL  
WHAM WBAL WRYA  
ABS - ... Music WIP  
Elliott Dance orchestra  
WBZ - ... Where  
WFLA - ... This and That  
WLY - The ... made  
1:00 p.m. EDT 12:00 Noon EST  
NBC Markets and Weather. WEAT

WAB  
WAM WAKO WKAT WLAY WJAS  
WBDF  
NPR Jan Br... F... WEI  
KOKA Market Reports  
WZL... E J Rwel.  
WSH...  
WFET... Kitchen Observer  
WHAM...  
WW... Wayne  
WDR... Orchestra  
**1:15 pm EDT 12:15 EST**  
NB... B...  
WEAL WEAL WM STIC WCOB  
AIS... WB?  
KOKA W... Music ABC)  
WB... Bands  
WM... Radio Halls Gang  
WHAM News  
W... Says  
WIS... Reports  
WVA...  
**1:30 pm EDT 12:30 EST**  
NB... H... WJZ  
WMAL WMAL WMAL KOKA WLW  
WHAM...  
CBS... WABC  
WNA... WJAS WJSN WORO  
WDR...  
NB... WEAF  
WT... Air  
W... Program  
W... of the Air  
**1:45 pm EDT 12:45 EST**  
ABS... WB?  
W...  
**2:00 pm EDT 1:00 EST**  
NB... WRC  
WASH...  
CBS... WABC WDRB  
W...  
W... centralia  
WAC...  
W... T...  
**2:15 pm EDT 1:15 EST**  
CBS...  
W...  
W... quartet  
**2:30 pm EDT 1:30 EST**  
KR... WEAF WHIT  
CB... WABC  
W... WNA  
S... WJZ  
K... WMAL  
W...  
W... of the Air  
WCY... Parade  
W... Orchestra  
WR... Food  
WP... Reports  
**2:45 pm EDT 1:45 EST**  
KR... WLW  
WH... ARC  
NB...  
W... WHAM  
WBA...  
**3:00 pm EDT 2:00 EST**  
NB... W...  
W... W... WHC  
W... WLW WOI  
CBS... WABC  
W... WCAU  
NB... WJZ  
WMAL... WBAL  
WNA...  
W...  
**3:15 pm EDT 2:15 EST**  
CBS... WABC  
W... WCAU  
NB...  
WJZ... WHAM  
WB...  
**3:30 pm EDT 2:30 EST**  
NBC... WEAF  
W... WHC WGY  
CR... WOCO WOKO  
W... WCAU  
NB... WJZ  
KOKA WMAL WBAL WHAM  
W...  
W... WB?  
W... Club  
**3:45 pm EDT 2:45 EST**  
W...  
**4:00 pm EDT 3:00 EST**  
CB... W...  
WABC... WNA  
NB... WBAL  
WB... WHAM WMAL WIV  
NB...  
W...  
WCAU...  
WEI...  
WOR... talk

[illegible]

## Night

6-00 p.m. EDT 5:00 EST  
 NB - A P... WEAF WLW  
 \* C95 - H V Katzenberg news  
 W... AB WBK... WJAU  
 W...  
 NR ... Boston's Orchestra WJZ  
 WVH WJZ  
 KDAV ... sketch  
 West ...  
 WILL ... Tattler  
 WCY - ... Brestles  
 WMM - ... May orzan recital  
 W...  
 W... Don  
 WBX - ... Parade  
 G 15 p.m EDT 5 15 EST  
 CB - ... Orchestra  
 I...  
 CR - R ... Sunny Jim  
 LAB ...  
 N... Be... WJAL  
 LA...  
 NE - A ... Green WPC WFI  
 AB... WIP  
 KO...  
 VB...  
 W... R...  
 WCA...  
 WNA... Results  
 WRVA - ... Game

[illegible]



(Continued from Page 10)

Chrysler sedan—Michigan license number K-35-340. Calling all...

"Wow!" exclaimed Trooper George Milligan when this message came from the dashboard of the radio patrol car in which he was on duty with Trooper Andrew Bosschem. "They knocked it off after all!" The two men were just west of White Pigeon. "We better watch for fresh tire tracks leading on side roads."

"They hadn't gone far, when they overhauled a Cord landaulet, piloted by a hatless youth in a suede jacket."

"Hold on!" exclaimed Bosschem, "isn't that young DeBolt who—"

"It is!" cried Milligan. "Pull him over, brother, pull him over!"

Crowded to the road shoulder, DeBolt stopped. Gore was his swagger. He was scared. Though neither trooper showed a gun, he stepped out with his hands up.

"Yes," said Gore when they had taken their prisoner to White Pigeon. "Now we pick up the other guys."

"What?" cried Milligan. "Quit kidding!"

"Go put your suede jacket on," Gore said, "and take off your hat." Milligan was amazed. Had Bill gone crazy? But orders are orders—he obeyed.

"How do you figure?" asked Milligan.

"Easy. We know darned well he figured in that job. He probably drove the Chrysler—relying on the frost on the windows and windshield to keep anybody from recognizing him. All right—then he had his Cord parked outside of town. That's where he got out of the Chrysler.

# Bandits of Burr Oak

When you boys picked him up he was heading for his cottage at Middle Lake. The mugs there are expecting—"

"And so I'm to drive right up to the door, disguised as DeBolt," exclaimed Milligan, "while you guys crouch down in the Cord out of sight! Swell!"

## Riding Toward Death

In less than two minutes, two cars roared away from the little White Pigeon barracks.

Milligan pulled up beside the garage which was attached to the cabin. The double doors swung open about eight inches, and a voice said:

"Come on in!"

Milligan leaped right over the door of the car, his gun in his hand. Gore and Lombard popped up like jacks-in-the-box. From the cottage burst the cry:

"Geeze! It's the law!"

The front door flew open. Three men came out, firing. Quickly they broke, and ran. Smacking echoes of gunfire crossed and re-crossed the little lake. Lombard and Milligan emptied their revolvers at the three thugs legged down the road.

Gore rushed through the little house—out the front door. Swiftly he glanced down the road. The panic-stricken bandits were well on their way to the tall

timbers—escaping. Gore raised the rifle. The gun cracked. A slouch hat sailed from the runner's head and spun into the ditch. Gore fired again. The man reeled fell. Again Gore leveled the gun—and another man dropped. The trooper who had lost his Marksman's Badge had made three scores in three shots.

At this moment Bosschem and Chief Dravan arrived—frantic with anxiety over their delay. While one joined in the pursuit, the other ran to the nearest occupied house and swiftly phoned to radio station WRDS the fact that one, at least, of the bandits was escaping. Almost immediately the general alarm went out:

"Attention, all members of the Michigan State Police! Attention all police and sheriff's officers, and all citizens in the vicinity of Middle Lake, White Pigeon and Sturgis City. Gunmen who robbed the bank at Burr Oak today are believed to be at large in the vicinity of Middle Lake. Attention..."

## The Last Roundup

This message aroused the countryside. Meanwhile the shooting had attracted the attention of every man, woman and child in the small community of Middle Lake. Out of their houses they came running, prepared to help the police.

And there was work for them to do—for the third time the swarthy little man in the fancy clothes, had escaped through the bush to the lake.

He threw himself into some reeds—and landed waist-deep in icy water. He lay on his back in this. When he could stand it no longer he scrambled out and dived underneath a house. Here he buried himself in loose sand—tunneling under the surface in a frenzy of fear. But it seemed as if earth and water alike refused to conceal his guilt. He had forgotten that a man cannot be buried alive—and live. He began to suffocate. To save himself he twisted his head up to the air—and a small boy glimpsed a moving, half-covered, shoe. He gave the alarm.

By now, the search had been swelled by hundreds of citizens as well as by police from a dozen counties. Swiftly the house was surrounded.

The desperate bandit made one last effort to escape. No longer dapper—shedding as much of his wet clothing as he dared—he actually managed to crawl out through some shrubbery, unnoticed. Mingling with the curious throng, he worked his way towards a car.

"Look!" a woman cried. "There's a man in shirt sleeves!" Men grabbed the shivering figure. The last of the Burr Oak bandits was caught—just six hours after the crime!

The trial was almost as swift. DeBolt was given 10 to 25 years—the bush-headed leader, named McDonald 21 to 42 years—pock-marked Vincent Minneer, who tried to bury himself, 17 to 35 years, and the sad-faced youth, Gerber, 10 to 30 years. McDonald and Gerber were wounded by Gore's keen shooting.

"I think," Corporal Bill Gore said to Trooper Milligan, "that I'll run over to

Fast Lansing and see if I can re-qualify as a marksman."

"And I think," added Milligan with a grin, "that I'll become an actor, specializing in disguises."

## In Next Week's Issue of RADIO GUIDE Buried Alive

This murderer didn't know his victim was alive when he buried her for dead—and he didn't know the power of radio to defend the law when he turned to flee across the Mexican Border. Read the thrilling story of the gigantic search for one man among hundreds of thousands—and of an army of searchers being directed by one man's voice. It's in Radio Guide, issue of Week Ending September 15.

## Hours to Come

Captain Tim Healy will be featured in a series of stamp and adventure talks by the Proctor and Gamble Company over an NBC-WFAT network each Monday, Wednesday and Friday from 5:45 to 6 p. m. EDT starting Oct. 1... A fifteen-minute program swings into action also on October 1 over an NBC-WFAT network each Monday, Wednesday and Friday. The Delaware, Lackawanna and Western Railroad Company will sponsor the show. Watch this column for further details... The D. L. & W. brings back the shivery "Shadow" program October 1, from 6:30 to 7 p. m. each Monday and Wednesday, over a CBS hookup... The Easy Aces start another series of domestic comedies October 3 and every Wednesday, Thursday and Friday from 8 to 8:15 p. m. over the CBS kilocycles. Jad sponsors again.

Ed Wynn the Fire Chief, resumes broadcasting October 2 over an NBC-WFAT national hookup and weekly thereafter from 9:30 to 10 p. m. The Texas Oil Company will sponsor...

Time Magazine returns with the dramatic "March of Time" broadcasts October 5. The popular news dramatizations will be heard every Friday night from 9 to 9:30 p. m. over a national CBS hookup...

A half-hour musical program sponsored by the Smith Brothers will start October 6 at 9 p. m. over an NBC-WFAT hookup.

The life of Benjamin Franklin will be dramatized by CBS Saturdays beginning September 15. Edward Lynn, author of Peter the Great and Catherine the Great serials, will write the script. These coast-

to-coast programs will originate from KFI, Los Angeles.

Chase and Sanborn's Sunday night coffee hour will positively use the tabloid grand opera with four Metropolitan Opera stars. Wilfred Peetier's 40-piece symphony orchestra and Deems Taylor, starting December 2, with the usual network (NBC-WFAT) at the usual time (8 o'clock). Eddie Cantor will do eight weeks before that. Unless present plans are changed... A dramatic script titled "Sealed Orders" is due to take a three-time-a-week spot on one of the NBC networks. The definite time and network has not been settled as yet, but it is assured that Shirley Howard and the Jesters will appear on the program. Mollie Shaving Cream will sponsor the show.

NBC is still struggling to clear time for Atwater Kent. The radio set maker insists on a Sunday night spot, and the only open time has been optioned off to several other commercial houses. Watch this column for the latest developments concerning this program... Ralph Kirby has been added to the cast of the Mowhawk Treasure Chest, which returns to the air over an NBC-WFAT network on Thursday, September 6, at 12 noon...

Edie Garr, the comic, will appear on the air next month for an oil sponsor... Whispering Jack Smith and Arnold Johnson's orchestra start a three-time-a-week program over WABC and the Columbia network September 11. The program, sponsored by Ironized Yeast, will be heard Tuesdays, Thursdays and Saturdays from 7:30 to 7:45 p. m.

## Programs to Be Heard

9:15 p.m. EDT 8:15 EST  
WRVA—Evening Musicale

9:30 p.m. EDT 8:30 EST

NBC—One Night Stands; Pick and Pat; WEAF WLIT WCHS WTIC WGY WRC

★ CBS—California Melodies: WABC WBS WOKO WDRC WCAU WJSV WNAC

★ NBC—Floyd Gibbons, the Headline Hunter; WJZ WBZ WBAL KDKA WRVA WHAM

WEEL—Dance and Concert Music  
WLW—Larry Lee's Orchestra  
WOR—Norman Brokenshire's Orch.

10:00 p.m. EDT 9:00 EST

NBC—Mario Cordi, baritone; WJZ WBAL WHAM WMAL KDKA WBZ

★ CBS—Colonel Stoopnagle and Budd; WABC WCAU WJAS WDRC WJSV WNAC

★ NBC—First Nighter; WEAF WCHS WEEL WTIC WLIT WRC WGY WLW—Dance Orchestra  
WOR—Hysterical History

10:15 p.m. EDT 9:15 EST

ABS—Milton Kellum's Orchestra; WIP

WLW—Henry Thies' Orchestra  
WOR—Eternal Life, drama

10:30 p.m. EDT 9:30 EST

NBC—Jack Benny, comedian; Frank Parker, tenor; Orchestra: WEAF WLW WTIC WEEL WCHS WRC WGY WLIT

NBC—Isador Philipp, pianist; WJZ WBAL WMAL WHAM KDKA WBZ  
ABS—National Affairs Series; WIP  
WOR—Eli Dantzic's Orchestra

10:45 p.m. EDT 9:45 EST

CBS—Carlie and London; WABC WOKO WAAB WCAU WJAS WDRC WNAC—Musical Rhythmer

11:00 p.m. EDT 10:00 EST

NBC—George R. Holmes; WEAF WTIC WRC WLIT WCHS  
CBS—Edith Murray, songs; WABC WDRC WOKO WJAS WAAB WJSV  
NBC—Charlie Davis' Orchestra; WJZ WBAL WMAL WHAM

## Friday, Sept. 7

KDKA—Sport Slants  
WBZ—Painter of Songs  
WCAU—Alan Scott  
WEEL—Baseball Scores  
WGY—Marshall Van Pool's Orchestra  
WLW—Unsolved Mysteries  
WNAC—News  
WOR—Bert Block's Orchestra  
WRVA—Smoky and Peko

11:15 p.m. EDT 10:15 EST

NBC—Orlando's Orch. WEAF WTIC WCHS WLIT WEEL WRC

CBS—Leon Belasco's Orchestra; WABC WDRC WNAC WJAS WJSV WOKO

NBC—Charlie Davis' Orch.; KDKA WBZ

ABS—Udo's Orchestra; WIP  
WCAU—Jan Savat's Orchestra  
WHAM—News  
WRVA—Chandu, The Magician

11:30 p.m. EDT 10:30 EST  
NBC—Freddie Martin's Orchestra; WEAF WEEL WTIC WLIT WCHS  
NBC—Freddie Bertens' Orchestra; WJZ WHAM WBAL WBZ KDKA WRC

ABS—Blue Rhythm Band; WIP  
WCAU—Leon Belasco's Orchestra  
WGY—Ray Nichols' Orchestra  
WLW—Noamias  
WOR—Eddie Lane's Orchestra  
WRVA—Dance Orchestra

11:45 p.m. EDT 10:45 EST  
CBS—Charles Barnet's Orchestra; WABC WNAC WDRC WOKO WCAU  
12:00 Mid. EDT 11:00 p.m. EST

NBC—Harold Stern's Orchestra; WEAF WLIT WEEL WGY

NBC—Ralph Kirby, baritone (5 Min.); WEAF WLIT WEEL WGY

CBS—Harry Sosnik's Orchestra; WABC WJAS WCAU WNAC WOKO WJSV

NBC—Eddy Duchin's Orchestra; WJZ WBZ WRVA KDKA WLW WBAL  
ABS—Stardust; WIP  
WHAM—Habee Barrett's Orchestra  
WOR—Roger van Duer's Orchestra

12:15 a.m. EDT 11:15 p.m. EST  
CBS—Harry Sosnik's Orchestra; WABC WOKO WCAU WJAS WNAC

ABS—Dave Martin's Orchestra; WIP  
WRC—Harold Stern's Orch. (NBC)  
12:30 a.m. EDT 11:30 p.m. EST

NBC—Gray Gordon's Orchestra; WEAF WGY WLIT WRC WEEL WRVA  
CBS—Dancing by the Sea; WABC WOKO WNAC WCAU WJSV

NBC—Paul Pendarvis' Orchestra; WJZ KDKA WHAM WLW WMAL WBAL

ABS—Benny Goodman's Orch.; WIP  
12:45 a.m. EDT 11:45 p.m. EST

ABS—Dave Martin's Orchestra; WIP  
1:00 a.m. EDT 12 Mid. EST

CBS—Sam Robbins' Orchestra; WABC WCAU—Missing Persons Reports  
WLW—Dance Orchestra

1:30 a.m. EDT 12:30 EST

WLW—Larry Lee's Orchestra  
2:00 a.m. EDT 1:00 EST  
WLW—Moon River, organ and poems

### NEW LOW PRICES

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THESE TIRES SURE DO LOOK GOOD

YES AND THE YORK GUARANTY BOND PROTECTS YOU

12 MONTH WRITTEN GUARANTY BOND WITH EACH TIRE

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### BALLOON TIRES

Size	Rim	Tires	Size	Rim	Tires
20x40-21	\$2.18	80 S	20x45-21	\$2.55	115
20x45-20	2.30	80 S	20x45-21	3.25	115
20x45-21	2.40	80 S	20x45-21	3.35	115
20x45-21	2.45	80 S	20x45-21	3.35	115
20x45-21	2.50	80 S	20x45-21	3.40	115
20x45-21	2.55	80 S	20x45-21	3.40	115
20x45-21	2.55	80 S	20x45-21	3.45	115
20x45-21	2.55	80 S	20x45-21	3.45	115
20x45-21	2.55	80 S	20x45-21	3.45	115
20x45-21	2.55	80 S	20x45-21	3.45	115

### REGULAR CORD TIRES

Size	Tires	Size	Tires
30x35	\$2.25	30x35	\$3.35
30x35	2.35	30x35	3.45
30x35	2.35	30x35	3.45
30x35	2.35	30x35	3.45
30x35	2.35	30x35	3.45
30x35	2.35	30x35	3.45
30x35	2.35	30x35	3.45
30x35	2.35	30x35	3.45
30x35	2.35	30x35	3.45
30x35	2.35	30x35	3.45

### HEAVY DUTY TRUCK TIRES

Size	Tires	Size	Tires
30x35	\$4.25	30x35	\$1.75
30x35	4.25	30x35	2.10
30x35	4.25	30x35	2.75
30x35	4.25	30x35	2.75
30x35	4.25	30x35	2.75
30x35	4.25	30x35	2.75
30x35	4.25	30x35	2.75
30x35	4.25	30x35	2.75
30x35	4.25	30x35	2.75
30x35	4.25	30x35	2.75

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SEND ONLY \$1.00 DEPOSIT with each tire ordered. (\$1.00 deposit on each tire. We ship balance C.O.D. but we can collect if you go to full with order. ALL TUBES BRAND NEW. GUARANTEED. Tires failing to give 12 months' service replaced at half price.

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# Plums and Prunes



The eleven finalists in the CBS search for the girl who will sing and play opposite Dick Powell in the gala "Hollywood Hotel" program next Fall. Left to right, the contestants are: First row, Betty Brunn, station WBNS, Columbus, Ohio; Stella Sexton, KLZ, Denver, Colorado; Irene Barclay, KOL, Seattle, Washington; Martin Lewis, RADIO GUIDE's columnist; Rowene Williams, the winner, WBBM, Chicago, Illinois; Margaret Chesick, WBT, Charlotte, North Carolina; Ludi Mai Sensabaugh, KRLD, Dallas, Texas; Betty Kelly, KFRC, San Francisco, California; and Alice O'Leary, WNAC, Boston, Massachusetts. Rear row, Dell Adams, CKLW, Windsor, Canada; Helen Ault, WJSV, Washington, D. C.; and Doris Shumate, KMOX, St. Louis, Missouri. The insert shows a close-up of Rowene Williams, the girl chosen.

Front page news at the moment is the victory of Rowene Williams in the national auditions conducted by the Columbia Broadcasting System to find a girl with combined dramatic and singing talents sufficient to warrant her playing opposite Dick Powell in the forthcoming CBS commercial program series featuring Powell, the girl and Ted Fiorito's orchestra.

But credit hasn't, as is often the case, been given where due.

Rowene's talents were not, as the press stories relate, really discovered by the network's auditions. She was first observed in a line of aspiring talent at the key motion picture house in Chicago of a large theater chain. Her discoverer and booster was none other than Cherniavsky, celebrated conductor and impresario of the Chicago Theater.

## Canine Bulletins

DOGS ARE PERFECT column copy, according to one O. O. McIntyre who ought to know whereof he barks, so take these:

Not long ago the Crumits—Frank Crumit and Julia Sanderson—became godfather and godmother of a litter of pedigreed Boston bull pups. The radio audience, learning of the blessed events, began deluging Frank and Julia with telegrams, phone calls and letters with requests for pups. The demand, Frank wishes to announce, has far exceeded the supply, and he begs the compassion of the invisible audience—"or else," he warns, "we'll go in for raising guinea pigs instead."

Then there's First Nighter musical conductor Eric Sagerquist's pet bulldog which likes nothing better than to masticate music scores, thus expressing his fond taste for his master's art. "The dog, like me, must be Swedish," adds Eric, "for it shows a preference for chewing up Norwegian music."

## Off a Live Mike

ONE OF THE LARGEST band and talent booking organizations in the amusement industry is on the "spot." This outfit, reputed backers this year of the celebrated French Casino in Chicago, or at least the angels of the Parisian chorus, has, by its attention to the Casino, brought down the wrath of the management of many other spots upon its head. Inasmuch as the band booking department is the main part of the company's

## By Evans Plummer

excuse for existence, the boycott, which has been called by many former customers of the booking organization, certainly will not aid the firm's commission cash register. In fact, Mike Fritzl, manager of Chicago's Chez Paree, is so disturbed that he is reported to have delivered the ultimatum to Henry Busse, booked into the Chez Paree by the band agent under discussion, that if Henry pays another cent of commission to his booker, contract or no contract, he can "get the — out of the Chez Paree!"

## General Appreciation

WE BOW MOST HUMBLY to the two generals, General Tire and General Foods, for getting together on such a basis that Jack Benny ("the comedian, folks") will be insured as a year-around radio attraction with but short periods out for rests between the two series.

Many sponsors would have said that Benny was "identified" with his tire-making sponsor and would be a poor buy. But, to disprove such theories—how many of you recall who Jack's two former sponsors were? Can you name both? Not one out of four of you can.

And so, beginning in October, date to be announced, Jack and his troupe, with possibly a change of orchestra, will be heard by you Sunday evenings over an NBC-WEAF network.

PLUMS LIKEWISE are en route to the Western Clock Company in return for their contracting of the popular team of Arthur Allen and Parker Fennelly for an air series starting Sunday, September 16, at 3:45 p. m. CDT over an NBC-WEAF network. As the Stebbins Boys, this pair made thousands of friends several years ago, only to be suddenly dropped from the airplanes by their meat packer sponsor without explanation.

## Inside Pickups

BILLY BATCHELOR returned August 27 to the east and midwest at 6:45 p. m. EDT over an NBC-WEAF network, but on the Pacific Coast, the show, played by a different cast, emanates from KFRC at 5:15 PST over a CBS network!

"Song of the City," new NBC dramatic sketch now heard Tuesday to Thursday at 3:15 p. m. EDT, will be heard fifteen minutes later starting October 2 . . . You who've been hunting "Just Plain Bill" will find him September 24, Monday to Friday inclusive, at 1 p. m. EDT in the midwest and 7:15 a. m. EDT in the east—all over CBS.

Rudy Vallee likes San Francisco's "Al Pearce's Gang" so well that he expects to air them on his Variety Hour in October or November when he is on the coast making a new picture.

WHEN ROSES AND DRUMS returns to you on Sunday, September 9, at the same time it formerly was heard, you'll be listening to the show over an NBC network instead of CBS . . . Little Jackie Heller has Irish competition for high stool sitting-and-broadcasting honors. But the NBC newcomer, Danny Malone, tall and thin, really doesn't need the stool; he just learned to sing so seated, and now he likes it . . . That's no gag about the Breakfast Club. The artists on the show generally broadcast before breakfast, and the gang gets together in the studio building's drug store for eggs-sunny-side-up afterward . . . By the way, the Three C's, male trio often heard with the Breakfast Clubbers, are the Clitherow brothers.

## Linda Parker

The "Sunbonnet Girl" with the Cumberland Ridge Runners



TUNE IN  
Every Saturday Nite  
WJZ-WBZ  
10:30 P.M. EDT

When it comes to singing and playing the old mountain ballads and hill-billy tunes, no one can equal Linda Parker and The Ridge Runners on the "National Barn Dance." It's a great Saturday night show, with more than 40 radio artists, including Uncle Ezra, Maple City Four, Lulu Belle, Spare Ribs, Hoosier Hot Shots, Louise Massey, Mac and Bob, and The Westerners. Not a dull moment in the whole show. It sparkles with mirth and melody. A whole hour of old-fashioned singing and dancing. Every Saturday night over NBC Coast to Coast Network.

## The NATIONAL BARN DANCE

COAST-TO-COAST

Presented by  
ALKA-SELTZER

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Is it necessary to suffer from these unsightly skin irritations? PSORACINE, a wonderful new discovery now relieving many stubborn cases where other treatments failed. Try it no matter how long afflicted. Write for sworn proof and free information.

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### Gentlemen:

Enclosed please find \$\_\_\_\_\_ for which send  
Radio Guide to me for (six months) (one year)

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

TOWN \_\_\_\_\_ STATE \_\_\_\_\_



(Continued from Page 11)

the best of friends. When the picture was finished, she offered to help and advise me whenever she could on contracts and scripts. I did go to her several times, and each time received real aid.

And I found myself eventually in a position in which I needed aid. As I have said, the type of role which had become firmly attached to my name was increasingly distasteful to me. Here I was, nearly thirty, and still being cast, over and over, as the chronic collegiate, a guy who could wear good clothes gracefully and make proper love. "America's Boy Friend" was heartily sick of being so called. I was in a bad spot, and nobody seemingly could help me out of it except myself.

I began to look around. Florenz Ziegfeld was casting his new musical comedy, "Hotcha." He had already signed for it one Hollywood star, Lupe Velez. I entered into negotiations with him, and it looked as though I might have a chance.

And then I got an unusual break. Ed Scheuing, former manager of Rudy Vallee and representative of the National Broadcasting Company's Artists' Service, was in Hollywood. He looked me up and we talked bands. We talked to such good purpose that I made my announcement. I was breaking with pictures and was on my way to New York and music.

## Working at Two Jobs

Everybody thought I was crazy. My contract with Paramount had still a year to go. And it was a good contract. I suppose it did seem a foolhardy thing to do. I had minutes of serious misgiving myself. But music was, after all, the right profession for me. I knew it then, just as I shall know it the minute the right girl comes along. And it isn't every day such an opportunity as was now mine drops into a fellow's lap. I was to play the Hotel Pennsylvania Grill in New

## Bandstand and Baton

While many of the younger orchestra leaders are wondering what makes a band popular, a lot of the old-timers would like to know just what makes one unpopular. What causes a sudden slackening of public interest, a loss of glamour attached at one time to a name that now is a "has-been."

Johnny Hamp summed the proposition up the other day. "It doesn't pay to take a job without a prominent broadcasting connection," he said. "You've got to keep in touch with your fans over the air now." Johnny backs his words with action; he is in the Drake hotel, Chicago, enjoying the 50,000 watts of WGN's transmitter, and he just came from St. Louis, and KMOX and CBS's large audience.

Which would imply that Clyde McCoy should be rated with the best of them. For Clyde was the only leader mentioned in Radio Guide's poll who had been aired locally only. But you tell us where he is now. We don't know.

PREMATURE COLD weather causes musicians playing on roof gardens and in open-air pavilions to shiver down their horns. And is reminiscent of other premature events, such as—Buddy Rogers' premature entrance into the band business several years ago, self-admitted, with a band that couldn't harmonize... Guy Lombardo's shift to his present sponsor, who pays the Royal Canadians plenty but is threatening their popularity by dictating tempos... Art Kassel's waltzes and slow harmonies of a year and a half ago; if Art were airing now, he would surprise the bigwigs with his popularity... Watch him when he returns to the air over CBS.

THEATER ENGAGEMENTS in the near future include Isham Jones at the Warner's Earl theater, Washington, D. C., beginning September 7; Earl Burtnett's work at the Chicago, Marbro, Tivoli, and Uptown in Chicago, already begun and lasting throughout this month. Incidentally, Earl is to fill a two-week engagement at the Coronado hotel, St. Louis, before returning to his Drake hotel, Chicago spot October 20—and Harry Sosnik at the Palace, Chicago, during the week of Sep-

# My First Thirty Years

York, where Rudy Vallee had held forth for some time previous, and go on the air as sustaining feature for NBC.

I was scheduled to open at the Pennsylvania March 28, 1932. I went to New York. Meanwhile, my negotiations with Ziegfeld had born fruit. "Hotcha" went into rehearsal with Lupe Velez and June Knight, and with myself in the juvenile lead.

Between rehearsals I organized the band. I had had scouts out spotting players for some time. I had very definite ideas about that band. It was going to be composed of the best material available. I would be satisfied with nothing less than a star for each instrument.

And that is where I made my mistake. Two weeks after I had arrived in New York, we had that band assembled. We made preliminary appearances at the New York and Brooklyn Paramount theaters. The band seemed all right then. I couldn't expect too much of such a new outfit. We opened at the Pennsylvania with a great splurge. Notables of the stage, screen and of the music world were there. It was as brilliant an occasion as I could wish, my most brilliant since the opening of "Wings." Everything was fine—except the music!

That music was awful. I had assembled a group of soloists, virtuosos. They did not, could not, blend into a working unit.

The newspapers were kind enough to say as little about it as possible. But there is such a thing, you know, as damning with faint praise. I am usually not too concerned about newspaper notices. Enough criticisms to keep a bandleader looking to his laurels, come to him direct. The only file of my press clippings I know of is the one my father keeps

back in Olathe. But this was different. This was my chance at the top of the profession I wanted to make my own, and I had muffed it.

There was nothing to do but reorganize. It was a slow, but a hectic process. But we went through with it. We played the Pennsylvania Grill for eight months, and with an ever-improving orchestra.

The past two summers have been enjoyable. Last summer was broken into, of course, by the long stretch when I was commuting back and forth from New York to Chicago to make "Take a Chance." But before and after I had time to settle down. And this summer is even better.

## Reunion in Chicago

My mother is in Chicago, for one thing. And my sister was in for a few days. It's grand to be in one spot long enough to see something of your family. And I have a small speed cruiser tied up in the Chicago river. It's a greedy monster for fuel, but it will make thirty miles an

## Mr. Fairfax Knows

EUGENE MCGILLEN is the one who played the part of Mr. Armstrong in the Myrt and Marge series. (For Mrs. D. S., Joliet, Ill.)

"PAINTED DREAMS" characters are as follows: Mother Moynihan, Bess Flynn; Daisy O'Donnell, Bess Flynn; Valerie, Mary Afflick; Joyce, Kay Chase; Alice, Alice Hill; Marilyn, Cornelia Osgood; Tony, Jean McDonald; Dr. Dean, Carlton Bricker; John Stewart, Bob Bristol; Jim Wallace, Bob Fiske. (For Mrs. Pollard, Hannibal, Mo.)

ASHER AND LITTLE JIMMIE will begin another series in about a month or six weeks over station WSM. As soon as we have information as to the definite date of their return, you will read of it in Radio Guide. Little Jackie Heller celebrated his 26th birthday May 1. (For Betty Stire, Indianola, Ia.)

DON McNEIL, the NBC announcer, was born in Galena, Illinois, December 23, 1907. He is six feet, two inches tall, and weighs 185 pounds. He plays piano, flute and saxophone, but his hobby is drawing. He is married. (For Subscriber, Binghampton, N. Y.)

HENRY BUSSE'S opening theme song is "Hot Lips." He closes with "When Day Is Done." (For A. Decker, Rockford, Ill.)

THE HOOFIN'GAMS are off the air now. Elsie Hitz and Nick Dawson will re-

hour and send out a satisfying foamy wake. We can take refuge from heat and crowds out on the lake when we like, and swim or bask in the sun uninterrupted. I've also had a chance to play more than once on some of the local golf courses. When you're struggling hard to break a score of 80, it's some advantage to play a course not entirely strange to you.

The Ward Soft-Bun Bread program went on the air August 12, starring Jeanie Lang, the little blues singer who made such a hit with the Hudnut program. You can hear it over a CBS network every Sunday night from 9 to 9:30 Eastern Daylight time. As long as the World's Fair and our stay at the College Inn continue, we'll broadcast direct from Chicago. Then we move to New York to open in a hotel, and broadcast direct from there.

There's a tiny thread of narrative tying together the weekly Ward broadcasts. Nothing very weighty. Just a love story, the light, happy sort of thing that can be done to music. I'm hoping my own love story will be like that, when it comes. Meanwhile, I'm stringing along with music. And if I have any definite ambition for the future, it is only that I may never see the time when Saturday night fails to bring in its pay check!

turn with the "Dangerous Paradise" sketch shortly. The part of Mother Moynihan is played by Bess Flynn, while Irna Phillips plays the part of Mother Moran. (For J. Kallal, Berwyn, Ill.)

JONES AND HARE can be heard over WOR and on electrical transcriptions. They are not the same people as Fields and Hall, and East and Dumke, Sisters of the Skillet, is still another team. (For Hermoyne Bondi, Dardanelle, Ark.)

LEW WHITE can be heard on an NBC network at 8:30 a. m. EDT daily. (For Miss R. D. W., Winston-Salem, N. C.)

THE COMMODORES are Cyril Pitts, tenor; Reinhold Schmidt, bass; Herman Larson, baritone; Thomas Muir, tenor. The accompanist is Bob Childe. (For Miss L. W. D., South Woodstock, Vt.)

JESS KIRKPATRICK is at Merrie England at the World's Fair. Joe Sanders' band has broken up, although reorganization negotiations are in progress. (For H. L. O., Champaign, Ill.)

JESSICA DRAGONETTE was born February 14th. (For A. F., Chicago, Ill.)

## Hits of Week

Radio bandleaders seem to have been held under the spell of the Autumn moon, to judge from the song reports tabulated by Radio Guide. "Moon glow" was the song hit played most often over the air during the past week, and in addition it was designated as the outstanding hit of the week by the maestros of the kilocycles.

Following is the tabulation compiled by Radio Guide:

### SONG HITS PLAYED MOST OFTEN ON THE AIR

Song	Times
Moon glow	30
For All We Know	29
Pardon My Southern Accent	27
The Very Thought of You	25
Only Have Eyes for You	24
The Moon Is Yellow	23
I Saw Stars	20
Never Had a Chance	18
All I Do Is Dream	17
Say It	15

### BANDLEADERS' PICK OF OUTSTANDING HITS

Song	Points
Moon glow	30
Eyes Wide Open	28
I Saw Stars	25
For All We Know	23
The Very Thought of You	22
Pardon My Southern Accent	18
Love In Bloom	16
Sleepyhead	9
Dames	9
The Moon Is Yellow	8

In Next Week's Issue:

## ROXY

By Jack Banner

*The Career and Triumphant Return to the Air of "The High Priest of Radio"*

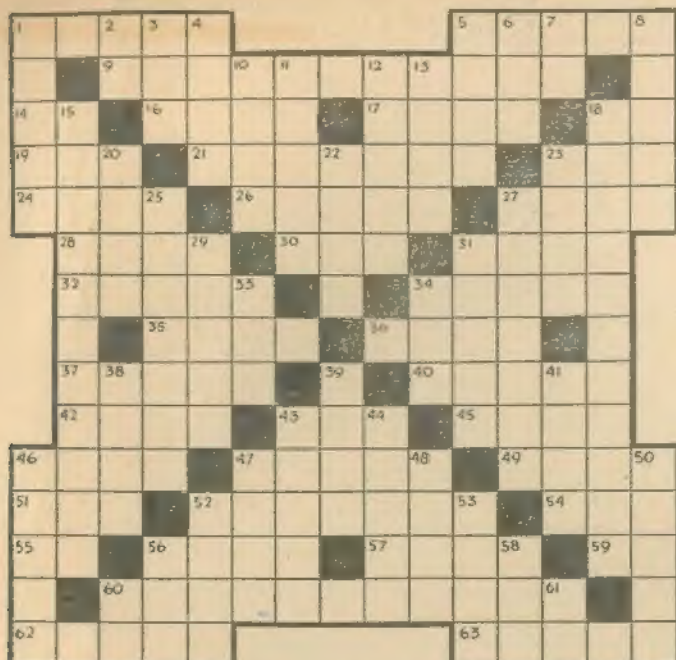
## Broadcasting the International Yacht Races

*The Story of How the Race Will Be Reported from Various Points Along the Course—Charts and Diagrams for Aid in Following It—and the Announcers Who Will Do the Job—All in Fullest Detail*

And an Issue Packed with Feature Stories of the Stars



# Radio Guide's X-Word Puzzle



The solution to this puzzle will be published in next week's issue, in which you will find another absorbing puzzle

## DEFINITIONS

### HORIZONTAL

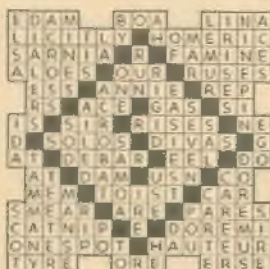
- 1—Radio does this grand in instrument full justice
- 5—A radio maestro
- 9—Outstanding
- 14—Initials of Ruffo, opera star
- 16—Outlet
- 17—Combat successfully
- 18—"Yours truly"
- 19—Precious stone
- 21—East Indian air conditioners
- 23—Vigor
- 24—Like an egg
- 26—What the Tower of Pisa does
- 27—God of war
- 28—Orchestra leader Coleman's first name
- 30—Sailing equipment
- 31—These lowly deuces beat a full house
- 32—Identification tag or mark
- 34—Nickname for a talkative bird
- 35—Send out
- 36—Clan dispute
- 37—Tropical plant
- 40—First
- 42—The terrible czar
- 43—Streets (abbrev.)
- 45—Look for
- 46—Earth
- 47—First name, most famous football coach
- 49—Democratic ex-Senator of Missouri
- 51—Conjunction

- 52—Banjo marvel of the air
- 54—Attempt
- 55—Exists
- 56—Beautiful island near Java
- 57—Eastern Canada and U. S. had plenty last winter
- 59—Next to high "do"
- 60—Oversupplies
- 62—Undersupplied
- 63—How the Prince of Wales likes to travel

### VERTICAL

- 1—Try to confine it to income
- 2—Graduate in Pharmacy (abbrev.)
- 3—Exist
- 4—Following

## SOLUTION TO LAST WEEK'S X-WORD PUZZLE



# Wave Marks

**Meter.** Ruth York—native New Yorker who is "Marie, the Little French Princess" over CBS-WABC—birthdays on September 10. She loves winter sports and aspires to visit Alaska.

**Meter.** Dave Rubinoff, who keeps himself just fairly well-to-do by buying old violins, adds a year on September 3. His hobby is taking unemployed musicians home to dinner.

**Meter.** Ward Wilson—Jack Pearl's announcer and emcee—is partying his wife on September 3 in honor of their second wedding anniversary. She is the former Betty Lou Webb. Wilson, a radio engineer, took up radio chit-chat for fun. He likes football and baseball and is a sucker for boardwalk concession stands.

**Meter.** Unnoticed went the fact that on August 17, birthdays were celebrated by the Voice of Experience, and Mae West—who scarcely can be called the Voice of Inexperience.

**Meter.** Mutual admiration and congratulations between Tommy McLaughlin

and Milton Watson, WABC radio songsters—born September 11 and 8 respectively. Tommy says Milton is radio's best singer. Milton says: "No. Tommy is." California claims both.

**Meter.** Harold Sanford, NBC house musician and Victor Herbert admirer, has one of the world's most complete Herbert libraries. On September 5 he starts another year of hating tango rhythms.

**Meter.** Reginald Knorr, "Myrt and Marge" player, who birthdays September 5, is the pride of Mottville, Mich. He loves flashy roadsters and drives well.

**Meter.** "Commodore" John C. Thomas will spend part of his September 6 birthday aboard one of his ten boats. Studied medicine, played football; he now invites his soul with music.

**Meter.** Ex-public-speaking-schoolboy Frank Singiser—who now slings verbs, nouns and adjectives as an NBC announcer—anniversaries on September 7 with wife, Mary Alice. He went to school in India for five years—loves riding horses.

**RADIO GUIDE** is paying

**\$100 A WEEK**  
FOR LAST LINES TO

# RADIO JINGLES

try your skill—it's free!

## Winners of Jingle No. 4

The radio programs have done a great deal to bring folks fine fun. But if asked who did most, I'd say "Cantor" and boast

**1st Prize \$25** John Cole  
Chicago, Illinois

"He's 'Eye'-deat for millions in fun."

**2nd Prize \$15** Ralph Brooks  
East Edward, New York

"That be's 'Tops' with J. Wallington."

**3rd Prize \$10** Mrs. M. B. Franklin  
Philadelphia, Pa.

"A rare treat and not overdone"

## \$5.00 Prizes:

Ralph V. Chase  
Deer Park, O.  
Earl Terrell  
Lafayette, La.  
Darrell H. Ewing  
Oklahoma City, Okla.  
D. C. Garst  
Douglas, Wyo.  
John Grace  
Hornell, N. Y.

William Wilson  
Port Arthur, Ont.  
Mrs. Wm. A. Jenkins  
Indianapolis, Ind.  
Hyman Meyer  
Los Angeles, Calif.  
Vida E. Dearth  
Muncie, Ind.  
Ivan Emerson  
Weston, W. V.

Isn't it just astonishing the way Radio Guide is paying money to its readers for having a little amusement writing last lines to Jingles? Yes sir, \$100 in real cash is paid every week. Try your skill! Write a last line for Jingle No. 6 printed below and mail it to "Jingles," Radio Guide, Chicago

## THE RULES:

1. Each week until further notice, Radio Guide will print an unfinished "Radio Jingle." You are invited to write the last line for the Jingle. Write anything you wish. The last line must rhyme with the first two lines.

2. Radio Guide will pay \$100.00 in cash prizes each week for the best last lines submitted for the Jingle published that week. (See Prize List below.)

3. You may send in as many answers as you wish. Try to be clever. Originality will count. Neatness will count.

4. Mail your answers to "Jingles," Radio Guide, 423 Plymouth Court, Chicago. Answers for this week's Jingle must be in by 10 A.M., Friday, September 7th. Winners will be announced in Radio Guide as soon thereafter as possible.

5. This offer is open to everyone except employees of Radio Guide and their families. Answers will be judged by a committee appointed by Radio Guide. The committee's judgement will be final. In case of ties duplicate awards will be given.

6. The use of the coupon in Radio Guide is suggested but not required. You may write your last line on the coupon or on a post card or on any other piece of paper. Radio Guide may be examined at its office or at public libraries free.

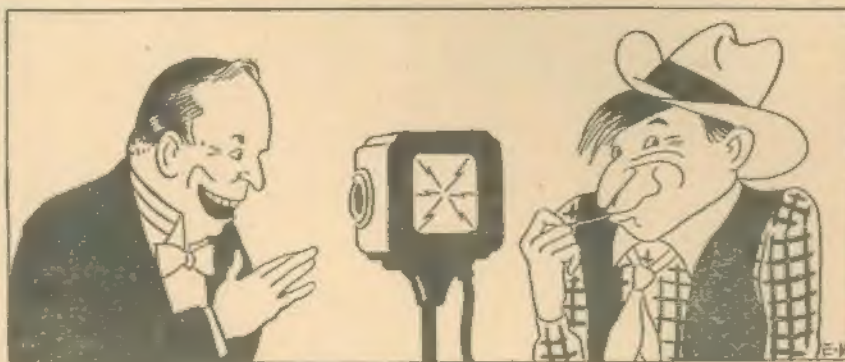
## THE PRIZES

1st Prize.....\$25.00  
2nd Prize.....15.00  
3rd Prize.....10.00  
Next 10 Prizes \$5.00 each..... 50.00  
Total.....\$100.00

# Radio Guide

AMERICA'S WEEKLY MAGAZINE OF PROGRAMS and PERSONALITIES

## CAN YOU WRITE A LAST LINE FOR THIS?



Will Rogers is one who to me  
Is radio's master of glee,  
The way he cracks jokes  
About Washington folks,

Write your last line here

NAME \_\_\_\_\_

STREET ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_



# Jessica Dragonette

*As She Appears Under the*

## MIKEroscope

By Lee Mortimer

Jessica Dragonette is a girl of a million personalities. She decided not so long ago that each individual who hears a radio singer's voice from his loudspeaker, pictures the artist in his mind's eye differently. Thus to one listener a singer is blonde, to another brunette, to a third fat and voluptuous, to a fourth thin, anemic and cold. To satisfy all these various viewpoints, Jessica is trying to be all things to all people.

But to this observer Miss Dragonette, as seen through the MIKEroscope, resembles the girl back home, the dainty miss who is escorted proudly to the season's first big football game.

Jessica Dragonette's first New York job came when she was chosen by Max Reinhardt for the only solo part in the original American production of "The Miracle." Later she played Kathie, the leading feminine role in "The Student Prince" and was the ingenue in the 1926 edition of "The Grand Street Follies."

In "The Miracle" Jessica first learned what it's like to sing to an invisible audience. She sang the part of an angel, suspended far above "the clouds." "I suppose it's the nearest I'll ever get to Heaven," she remarked. Her song was without accompaniment, most difficult to keep on pitch. Feodor Chaliapin heard her, remarked on the beauty of the unseen angel's voice.

Jessica describes her eyes as "plaid." She's fair and blonde, five feet two inches tall, and weighs less than a hundred pounds.

She likes all kinds of art—music, painting, sculpture, poetry. She does a great deal of reading, preferring the acknowledged masters. When she isn't in such a highbrow mood, she bowls.

She has a hidden vice. When no one is looking she sneaks off and writes verse. She even had some of her poems published.

Her favorite colors are beige and red. She doesn't go in much for jewelry, but does like pearls. She adores furs.

Fan mail is one of the joys of her life. She receives from 750 to 1,000 letters every week. Many of these she answers in her own hand. So many of her letters are proposals of marriage that she has come to the conclusion that people are very romantic. Each letter is sacred to her.

Her full name is Jessica Valentina Dragonette, but she never uses her middle name professionally; it was given her because she was born on St. Valentine's Day.

Jessica was born in Calcutta, India, of American parents, and traveled with them until she was six. Then she was sent to the Lakewood, N. J., convent. She remembers nothing of the Orient, of course, but the Orient has left its unmistakable impress on her person in her deep, shining, liquid eyes which seem to contain all the mysteries of the unfathomable East.

RADIO GUIDE will place some celebrity Under the MIKEroscope every week. Save the picture on this page. There will be 52 in a full set. This is the twenty-first. You will get one picture a week for an entire year. To every person who sends to RADIO GUIDE a complete collection of 52, will be given an album containing the entire group of photographs as reproduced here, the photographic reproductions will be in fine finish.

Start saving your series now. And watch for another celebrity Under the MIKEroscope in RADIO GUIDE next week.



JESSICA DRAGONETTE

## Kick Off! The Season's On

By Chester Matthews

With the shrill whistle of the umpire ushering in the fall's first pigskin kickoffs, radio's ace sportscasters are polishing up their field glasses and otherwise readying themselves for one of the microphone's busiest seasons at the football gridirons.

Every thrilling moment—every second of play—of all the important collegiate battles will be brought to listeners' loudspeakers by the radio reporters of the National Broadcasting Company, the Columbia Broadcasting System, the American Broadcasting System and many independent stations.

Listeners tuned to NBC's broadcasts will hear Graham McNamee and Don Wilson, with Hal Totten doing midwestern honors; CBS tuners-in will have their games described vividly by Ted Husing, assisted by his man Friday, Les Quailey, and Columbia's Chicago key station, WBBM, will have the veteran Pat Flanagan at the microphone. For the newly organized ABS network, Clem McCarthy, celebrated turf and sports mikeman, has been signed to do the play-by-plays.

At the moment interest centers on the collegiate All-Stars vs. professional Chicago Bears night

game, scheduled for Soldier's Field, Chicago, on Friday, August 31. NBC's WJZ network will carry the game at 10 p. m. EDT, 9 p. m. EST or CDT, or 8 p. m. CST. Hal Totten and Gene Rouse will microphone the event and Referee Nick Kearns is slated to speak. WGN, powerful Chicago station, will have Bob Elson reporting the same contest, beginning thirty minutes earlier.

While NBC's complete plans, announced to be more elaborate than ever, are not yet ready for publication, the network will schedule its games on a week-to-week basis, depending upon the outcome of earlier games and the prospects, as the season develops, for the more interesting battles of the championship contenders. The ABS plans are likewise flexible. One game definitely on the National Broadcasting Company and Columbia cards is University of Southern California vs. Notre Dame at Los Angeles on Saturday, December 8.

At least twenty major college games will be described over the CBS-WABC network, starting Saturday, September 22, and continuing through

New Year's Day when the first annual Havana Fiesta gridiron classic will be the unusual treat to be aired. The complete Columbia schedule follows:

- Sept. 22: Manhattan College vs. St. Bonaventure at New York (WABC and N.Y. state network only).
- Sept. 28: U. of West Virginia vs. Duquesne U. at Pittsburgh (night game with floodlights).
- Sept. 29: Pittsburgh U. vs. Washington and Jefferson U. at Pittsburgh.
- Oct. 6: Notre Dame vs. Texas U. at South Bend, Ind.
- Oct. 12: Fordham vs. Boston College, at Boston.
- Oct. 13: Pittsburgh U. vs. U. of Southern Calif., at Pittsburgh. Also Stanford vs. Northwestern U., at Palo Alto, Calif.
- Oct. 20: Fordham vs. St. Mary's College, at New York.
- Oct. 27: Army vs. Yale, at New Haven, Conn.
- Nov. 3: Princeton vs. Harvard, at Cambridge, Mass.
- Also Minnesota vs. Michigan, at Minneapolis.
- Nov. 10: Northwestern vs. Illinois, at Chicago, and or Harvard vs. Army, at Cambridge.
- Nov. 12: Boston vs. Centre College, at Boston.
- Nov. 17: Michigan vs. Ohio State, at Columbus, O.
- Nov. 24: Notre Dame vs. Army, at New York.
- Nov. 29: Pennsylvania vs. Cornell, at Philadelphia.
- Dec. 1: Army vs. Navy, at Philadelphia.
- Dec. 8: Notre Dame vs. U. S. C., at Los Angeles.
- Jan. 1: Havana Fiesta, at Havana, Cuba.